

The TALKING MACHINE WORLD

*For the
makers &
sellers of
talking
machines*

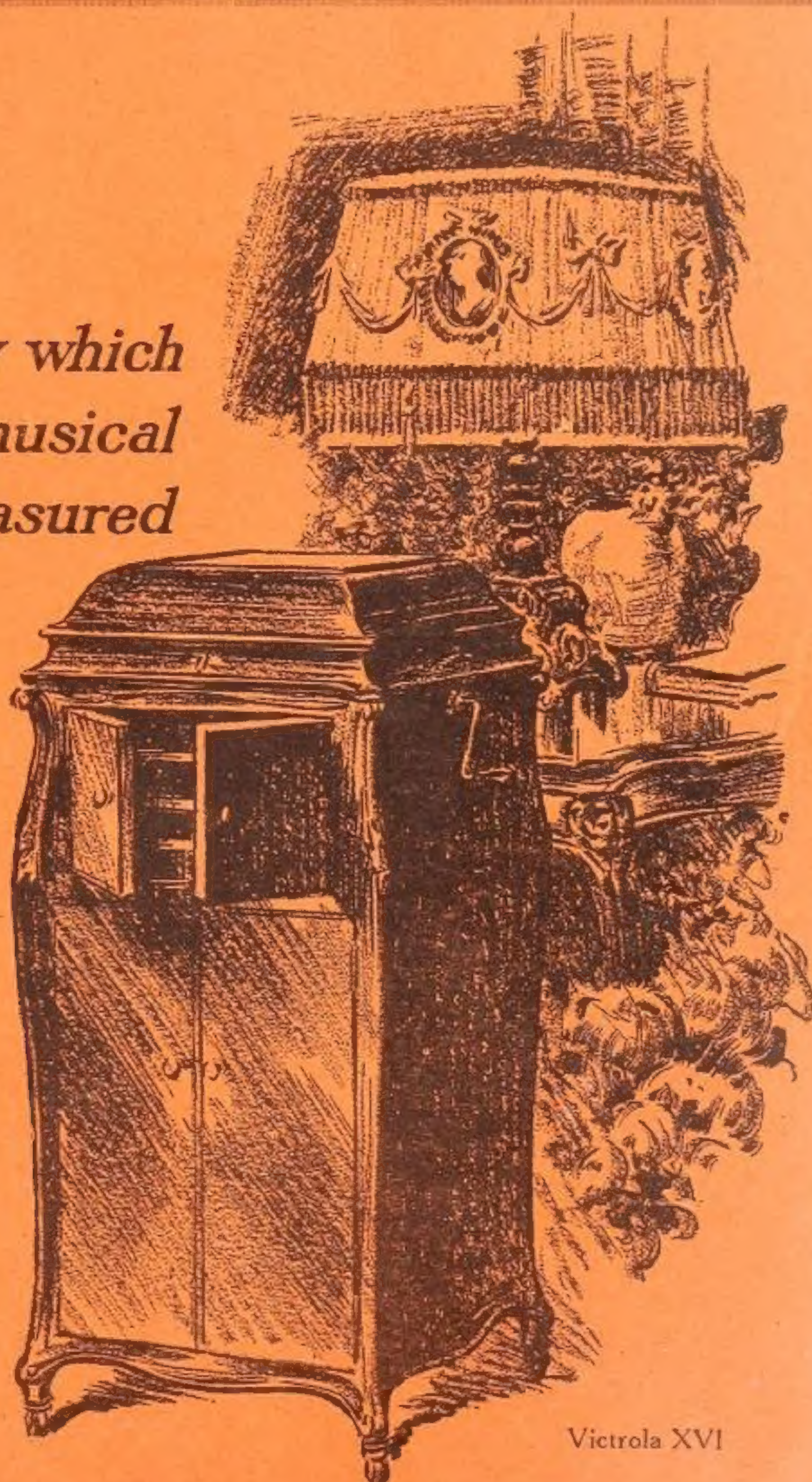
Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, January 15, 1921

*The instrument by which
the value of all musical
instruments is measured*



This trademark and the trademarked word
"Victrola" identify all our products. Look
under the lid! Look on the label!

VICTOR TALKING MACHINE CO.
Camden, N. J.



Victrola XVI

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Consider these facts!

Easiest to sell, bringing cash for sales, being in tremendous demand and keeping dealers' bank balances at the highest levels, the Sonora is the phonograph for YOU to handle.

Sonora has never been offered on the "dollar down" principle. Quality has been made the incentive at all times.

The Sonora line is wonderfully complete, including 32 superb instruments—7 upright, 24 period and 1 Portable. There is a Sonora to suit every purse, prices ranging from \$75 to \$1800.

Sonora dealers know that not only is the Sonora a money-maker now, but that it builds an enduring business for them.

The Sonora is licensed and operates under BASIC PATENTS of the phonograph industry, which insure you against troublesome patent litigation.

To MAKE, USE or SELL an infringing patent constitutes a violation of the patent law.

Write today regarding a Sonora agency.

With our new factories in operation we can now care for new dealers.

Sonora Phonograph Company, Inc.

George E. Brightson, President

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 17. No. 1

New York, January 15, 1921

Price Twenty-five Cents

SHOULD CONCENTRATE ON SELLING

Skilled Salesman's Time Should Not Be Taken Up With Minor Details—The More He Knows the More He's Worth to His Employer

The importance of giving the closest attention to the intelligent handling of record sales is pointed out very pertinently in the recent bulletin issued by the Putnam-Page Co., Victor distributor of Peoria, Ill., as follows:

"The employer who has little tasks to give his record selling people other than the work of selling records is using expert help for work that lesser paid people could accomplish. This refers to the work of mailing and stock taking and bookkeeping in other parts of the store.

"No salesperson in a Victor shop need ever be idle and time spent in studying records in stock and to come is of far more value as an eventual money getter than that utilized for minor tasks about a store. Have it a rule to plan each day in the record department and plan that day to include between-time study of records along previously discussed lines. Knowledge is power and power of mind makes sales.

"The more an employe knows of the employer's business the more that employe is worth. And this benefits both parties concerned.

"Record salespeople should have, and should exact, a proper amount of time to study their record offerings. But of all things use your day to profitable advantage. Do something toward selling other than to just wait on customers. There are many avenues—the telephone, the card index showing when the customer bought last, etc. Above all take a retrospect of the day—look backward and decide honestly for yourself if you have accomplished anything."

NOW'S THE TIME FOR COURAGE, CONFIDENCE AND ACTION

Every Brain and Hand in the Talking Machine Industry Should Utilize Every Atom of Energy. Every Constructive Thought, Every Helpful Suggestion to Develop Business During 1921

The opening of the New Year is usually associated with resolutions. In this connection there is no resolution more worthy of consideration by the talking machine and business man generally than that of resolving to cease grumbling and complaining, and to go out after business and to capture it. The Nation has not gone bankrupt overnight, although some of the rumor-mongers would have us believe so. There is business to be had in goodly volume by those who are sane and courageous—those who have faith in the United States and its future.

A great many of our business men have cut a sorry spectacle for the past six weeks; they have lost their accustomed poise and grit, and have joined with the weak-kneed crowd in a panic of pessimism that is only paralleled by the gloomy outlook pictured on the entrance of America into the world war. The prophets of disaster at that time were all mistaken in their conclusions as to the business future, and the prophets of disaster to-day will be likewise fooled regarding the development of business during 1921. It is time for faith, courage, confidence and—action.

Along this line we recently came across a very vital message to business America in the Chicago Evening Post which is well worth reproducing because of its timeliness. It reads as follows:

"This is the time for every brain and hand to utilize every atom of energy, every constructive thought, every helpful suggestion that will furnish more power to the business motor.

"This is the time when the generals of business must take off their coats, roll up their sleeves, spit on their hands and re-vim every department, inside and out. One hundred per cent management must register 110 per cent and more.

"This is the time when raw material men

RUSSELL HUNTING, JR., IN JAPAN

Now Is Chief Recorder for the Nipponophone Co., Ltd., in the City of Yokohama

Russell E. Hunting, Jr., is now head of the recording department for the Nipponophone Co., Ltd., of Yokohama, Japan. The Japanese music, on account of its many peculiarities, has been rather difficult to record in the past, but Mr. Hunting has mastered the subject and is now busily engaged in turning out records for his company. The Nipponophone Co., Ltd., has been established in Japan for ten years and is the pioneer firm in the talking machine industry in that country. Mr. Hunting's father is the chief recorder for the Pathé Frères Phonograph Co. in this country.

OPENS THIRD STORE IN KENOSHA

Mayer Drug Co. Handles the Puritan Phonograph With Great Success in That City

The Mayer Drug Co., of Kenosha, Wis., recently opened its third store in that progressive city, the new establishment at West Market and Main streets being in charge of Harry Mayer. The Mayer Drug Co. represents one of the few drug concerns that have given really earnest thought to their talking machine department and have won genuine success thereby. The company handles the Puritan line of machines and records in all its stores and makes a special feature of window displays.

Too often a dealer prepares his advertising copy and puts in all the essentials except the big one, the invitation to buy.

MOST DEALERS FAVOR INTEREST

Canvass by Stewart Talking Machine Co. Proves Majority Favor Charging of Interest—Strong Demand for New Road Signs Now Prevails

INDIANAPOLIS, IND., December 31.—The Stewart Talking Machine Co., Victor wholesaler of this city, reports that a canvass of its dealers shows an overwhelming majority in favor of the charging of interest on deferred payments. In fact, of the first 102 dealers who answered, ninety-two were in favor of the establishment of an interest rate, and only seven opposed to such a charge. The majority of the dealers favored an interest rate of 6 per cent, while some suggested 7 per cent, and others higher rates up to 10 per cent. The Stewart Co. has made a strong effort to bring about the charging of interest, not alone for the purpose of giving the dealer a fair return on the money that he is actually loaning the customer by making an instalment sale, but also to give the dealer some argument to present to the customer as to why it is desirable to pay cash.

The Stewart Co. reports that there is a lively demand from dealers for the special Victrola road signs, announced recently in The Talking Machine World, and it is probable that when the roads are open for heavy traffic in the Spring, it will not be possible to travel for many miles from Indianapolis in any direction without being confronted with a number of these signs.

WIRELESS MUSIC FOR LEAGUE

Concert at Chelmsford Entertains Audience 700 Miles Away at Geneva—Amplifying of Music Accomplished by Stentorphone

A news dispatch from London says that record music transmitted by wireless from Chelmsford was heard in every part of the hall of the League of Nations at Geneva, about 700 miles distant, in the course of new wireless telephone trials. The result was obtained by attaching a magnifying trumpet called a "stentorphone" to a telephone receiver.

In a subsequent statement Marconi's announced that when the stentorphone experiments are completed politicians will be able to deliver speeches simultaneously to several audiences in different parts of the world through the wireless telephone transmitters installed in their own homes. By the same means vocalists can give world-wide concerts.

GREAT HONOR FOR MME. D'ALVAREZ

Noted Contralto and Vocation Artist First Woman to Sing in Westminster Abbey

Marguerite D'Alvarez, the noted Peruvian contralto, who, incidentally, records exclusively for the Vocation, returned from a visit to England recently where she had the distinguished honor of being the first woman ever to sing in Westminster Abbey. Mme. D'Alvarez sang in the Abbey at the request of the Dean in aid of the Reconstruction Fund, and declared that the crowd was the largest which this famous edifice contained since the last coronation.

FIRE DESTROYS SHERMAN STORE

The headquarters of S. A. Sherman, Victor dealer, 2138 Third avenue, New York City, was visited by a serious fire on Saturday morning, December 18, which resulted in a complete loss. Mr. Sherman has been doing business at the above address for the past fifteen years and had on hand a large stock of Victor talking machines and records for the holidays. The loss is estimated at \$25,000, which was partly covered by insurance.

Eight Practical Ideas That Have Helped to Make Talking Machine Sales :: :: By Lyne S. Metcalfe

No. 1

Rouses Interest With Evening Musicales

An Indianapolis dealer sent invitations broadcast to people in his district announcing a "musical" in his store. The following letter form was adopted:

"Dear Madam:—As one who appreciates good music, I request that you attend a free musicale to be held in our store next Wednesday evening, at 8 o'clock. We have just received a new supply of records and will render them on our newest and most improved machine, a phonograph startling in its perfect rendition of vocal and instrumental works; and we trust that you may be among those present. Just a 'get together' on the part of our people who like the best in music. We hope you may be present. Very truly yours, (Signed) _____"

This invitation was sent out on a special superfine letterhead. Out of 700 invitations, 230 responded. Special arrangements were made to subordinate all commercial or business atmosphere in the store and the finest machine obtainable was utilized for the playing of the records. The first musicale was a success; three others have been held since, with intervals of two weeks in between and the attendance is constantly growing. It is not a part of the plan to make sales at the time, but to find out those people in the district who like music and whose trade is worth while. It was only by eliminating all trace of "advertising" that the Indianapolis dealer got results. However, three sales were traced to interest aroused by the first musicale and four to that aroused by the second.

In addition it brought people into the store and record sales have shown a decided increase ever since the first affair. As a business winner, the making of an event out of a demonstration brought in the bacon.

No. 2

A Window Display That Got Results

"The talking machine is the only universal instrument—it brings into your parlor every instrument ever invented."

A yellow streamer, reading as above, was stretched across a dealer's show window in Seattle recently. In the window, resting on a velvet-draped platform, was a fine model of this dealer's leader. Arranged around it, in a semi-circle, were various musical instruments, includ-

ing the brass orchestral instruments as well as the violin, guitar, mandolin, harp, 'cello, etc., borrowed from a downtown dealer. From each instrument ran a blue ribbon to the talking machine. The price of each instrument was given on individual placards, while a large placard, well forward in the window, gave the total value of the instruments, excluding the talking machine.

The total was \$3,200. "And you could not play them all if you had them in your home," it was stated. "Yet, this talking machine will give you music created by every one or each of these instruments and it costs only \$200. And anybody can play it."

This sales argument was snappy and to the point. It attracted attention and brought sales. This dealer took advantage of the varying public taste concerning musical instruments.

He appealed to the likes and dislikes of every person who passed his door. He had a striking argument—the universal ability of the talking machine.

No. 3

Issues Manual for Care of Machines

A Chicago dealer last Spring issued a small manual, which he distributed among his customers, on the care of machines. It was not only explained that certain things must be done in order to preserve the tone and appearance of the talking machine, but also instructions in case of shipment or when using the machine at Summer resorts and under abnormal conditions. Requests for extra copies of the book gave him some good advertising, even among people whom he had never sold.

No. 4

Shows Personal Pictures of Stars

A St. Louis dealer secured a series of intimate views of the famous singers, orchestra leaders, etc., who furnish music for the records and had them greatly enlarged. He shows one star at a time, the pictures being mounted on an easel well forward in the window. A placard explains. Some of the features of this pictorial series were:

"Madam Schumann-Heink bathing one of her grandchildren."

"A good housekeeper, a mother, a grandmother and a nurse as well as a singer."

"You can hear her sing if you will step inside."

Another read:

"Caruso owns 480 suits of clothes and keeps two

valets busy looking after them. He also has enough walking sticks to supply one for each man in a regiment. "Come in now and hear Caruso sing. No obligation."

And still another:

"Madam Homer sings her children to sleep every night. When she sings for operagoers she gets a thousand dollars a night."

"You can hear her sing for nothing—just step inside."

Introducing the human interest element in the famous record makers attracted widespread attention. Phonograph fans are just as much interested and curious regarding the private lives of the musical stars as movie fans are about the much-advertised and pictured movie stars.

No. 5

Increases Record Sales by Calls

A great many people, in Winter, hesitate to go out for records, and others, through sickness or business, neglect to look over the new selections though they would do so if they had time. An Omaha dealer takes his sales list and periodically phones talking machine owners asking permission to bring a dozen newly arrived selections up for demonstration. He "covers" as many as six and eight homes in the course of an evening and many sales result. He gets acquainted with his people in this way and they appreciate the pleasure of hearing the records and the service he thus renders them. In several cases he has managed to interest people in new machines to replace the old ones they have in use. He gets an opportunity to examine every machine in his district, personally, and this information is of great value to him.

No. 6

Utilizes Movies to Get Prospects

A Baltimore talking machine dealer has found movies of value in developing buyers for machines. A local film company produced a 100-foot picture, by trick photography, which brought a big laugh in local theatres and focused the attention of the people on his store. The picture revealed the antics of a dog who hears "his master's voice" in the machine and who tries to jump into it. Great care was taken to get funny expressions on the dog's face. At the end there appeared a picture of the dealer's store and a "close up" view of his leader.

No. 7

Dealer Offers to Catalog Records

Talking machine owners seldom take the care
(Continued on page 6)

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER VI

The SIXTH consideration in the making of the NYACCO album shows the album all completed. The pockets, made two in one, reinforced into the solid wooden back by the staples, lie perfectly flat, which gives the first attraction when the album is opened.

Watch our final issue showing all our six chapters combined into one



Executive Office
23-25 Lispenard St.
New York, N. Y.

New York Album & Card Co.

Chicago Factory
415-17 S. Jefferson St.
Chicago, Ill.

Ask Your Jobber for Genuine NYACCO Albums---Accept no substitute.
Distributors throughout U. S.---Write Us for Name & Address of Jobber nearest you.

Victor Supremacy

The supremacy of the Victrola marks it as the greatest of all musical instruments.

And with Victrolas in such splendid variety, possibilities are unlimited for every Victor retailer.

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

Warning: The use of the word **Victrola** upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

Albany, N. Y. Gately-Haire Co., Inc.
Atlanta, Ga. Elyea Talking Machine Co.
 Phillips & Crew Piano Co.
Baltimore, Md. Cohen & Hughes.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
Birmingham, Ala. Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine Co.
 The M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Mach. Co.
 G. T. Williams Co., Inc.
Buffalo, N. Y. W. D. & C. N. Andrews.
 Buffalo Talking Machine Co., Inc.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Bros.
Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
Cincinnati, O. Ohio Talking Machine Co.
 The Rudolph Wurlitzer Co.
Cleveland, O. The Cleveland Talking Machine Co.
 The Eclips Musical Co.
Columbus, O. The Perry B. Whitsett Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Knight-Campbell Music Co.
Des Moines, Ia. Mickel Bros. Co.
Detroit, Mich. Grinnell Bros.
Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Houston, Tex. The Talking Machine Co. of Texas.
Indianapolis, Ind. Stewart Talking Machine Co.
Jacksonville, Fla. Florida Talking Machine Co.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
 The Schmeltzer Co.
Los Angeles, Cal. Sherman, Clay & Co.
Memphis, Tenn. O. K. Houck Piano Co.

Milwaukee, Wis. Badger Talking Machine Co.
Minneapolis, Minn. Beckwith, O'Neill Co.
Mobile, Ala. Wm. H. Reynolds.
Newark, N. J. Collings & Co.
New Haven, Conn. The Horton-Gallo-Creamer Co.
New Orleans, La. Philip Werlein, Ltd.
New York, N. Y. Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Knickerbocker Talking Machine Co., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
Omaha, Nebr. Ross P. Curtice Co.
 Mickel Bros. Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. Louis Buchs Co., Inc.
 C. J. Heppie & Son.
 The George D. Ornstein Co.
 Penn. Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
Pittsburgh, Pa. W. F. Frederick Piano Co.
 C. C. Mellor Co., Ltd.
 Standard Talking Mach. Co.
Portland, Me. Cressey & Allen, Inc.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
Rochester, N. Y. E. J. Chapman.
Salt Lake City, U. The John Elliott Clark Co.
San Francisco, Cal. Sherman, Clay & Co.
Seattle, Wash. Sherman, Clay & Co.
Spokane, Wash. Sherman, Clay & Co.
St. Louis, Mo. Koerber-Brenner Music Co.
St. Paul, Minn. W. J. Dyer & Bro.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Toledo Talking Machine Co.
Washington, D. C. Cohen & Hughes.
 E. F. Droop & Sons Co.
 Rogers & Fischer.



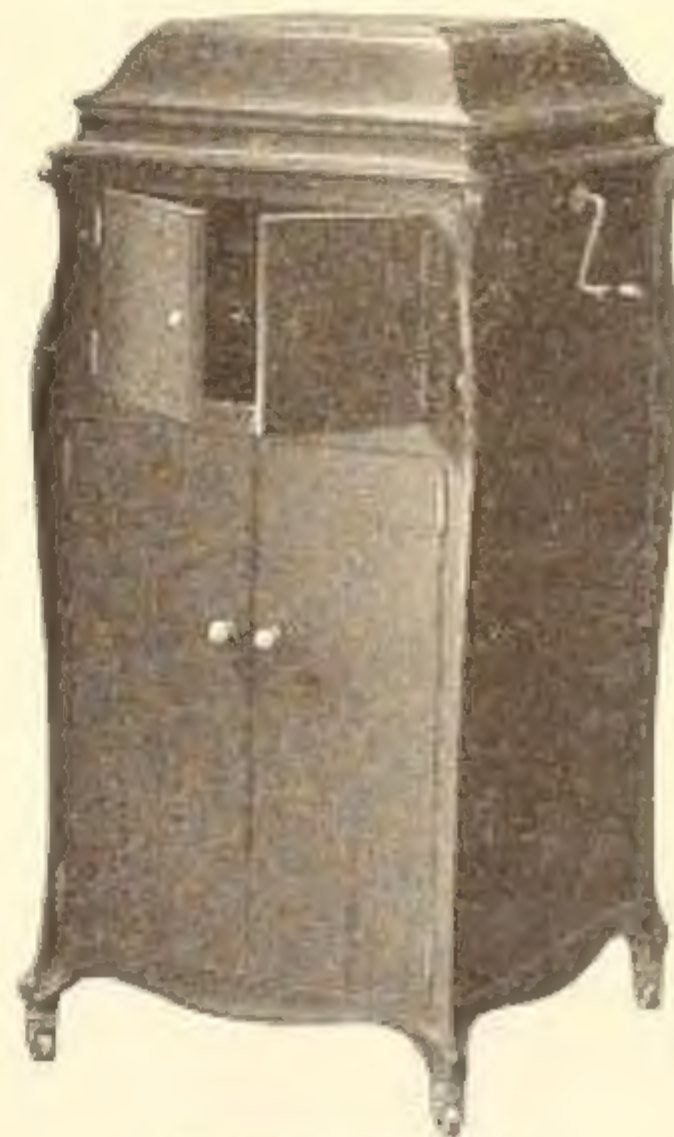
Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XVI, \$275
Victrola XVI, electric, \$337.50
Mahogany or oak

Victor Talking Machine Co.

Camden, N. J., U. S. A.



IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

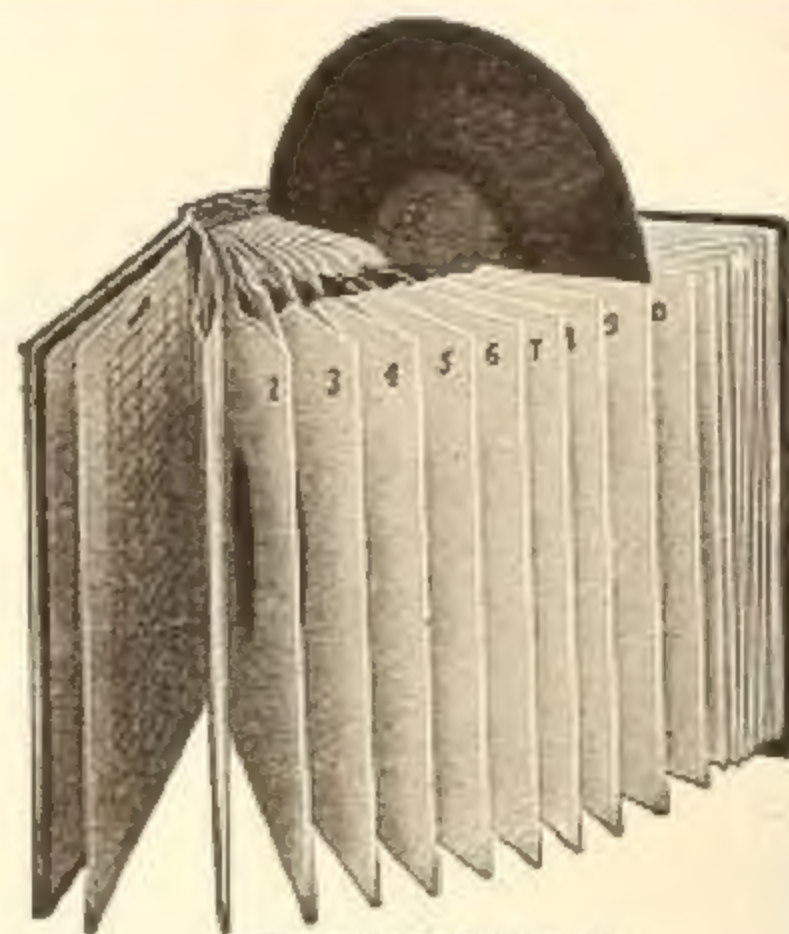
CHICAGO OFFICE: 308 South Dearborn Street

Lower Prices for Record Albums

Yes, due to lower costs, we are making substantial reductions in prices.

We solicit your orders and correspondence.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHÉ, VOCALION AND ALL OTHER DISC RECORDS



THE PERFECT PLAN

EIGHT IDEAS THAT HAVE WON SALES

(Continued from page 4)

of their records that they should. This is a well-known fact. A Pittsburgh dealer has capitalized this idea by offering to give every owner a start in keeping his catalog in order. He employs a sales girl who also is expert at record handling and stocking. Upon a call from a customer, she takes three grades of albums and quickly installs the system for the customer. The sale of the album is a part of the transaction. Very often six and even twelve books are sold to owners who have large collections. The service is appreciated by customers who always find the records misplaced when most wanted. A form letter launched this service scheme, announcing its value to the owner, also giving the prices of the books. The profit on the sale pays for the girl's time, since she does it all in the forenoons when business is slack.

No. 8

"Even a Monkey Can Play Our Machines"

To demonstrate the ease with which the modern talking machine may be operated, a Tampa, Fla., dealer secured an intelligent monkey and taught him how to wind a machine and start the record going. When Joko's education was complete he was placed in the show window and permitted to give the crowd a treat. At a given moment, when the last notes died out, the Simian promptly began all over again. A liberal reward of peanuts, at intervals, kept the monk busy. Also, he seemed to enjoy the music. He put a few records out of business, but at that the advertising secured was cheap.

C. M. DALLY WITH REMINGTON CORP.

Talking Machine Man Well Known in Metropolitan Territory to Represent the Remington Phonograph Co.—Popular and Capable

Everett H. Holmes, sales manager of the Remington Phonograph Corp., New York City, has announced the appointment of Chas. M. Dally as general wholesale representative of the above company for the Metropolitan district. Mr. Dally is well experienced in the talking machine field, having been connected in the past with both the Columbia and Pathé organizations. He also enjoys a large circle of friends in the Metropolitan field to which he has devoted much of his time.



C. M. Dally

The name Remington is not new to Mr. Dally as some time previous to his work in the talking machine field he traveled in the Far East in the interests of the Remington rifle. He is enthusiastic over the Remington phonograph line.

D. J. Meggenburg has opened a new talking machine store in Manchester, Ia., and has secured a good stock of Brunswick machines.

BRUNSWICK SHOP IN TERRELL, TEX.

Branch of Dallas Concern Opens Doors With Appropriate Musical Ceremonies

TERRELL, TEX., January 3.—The Brunswick Shop of Terrell held its formal opening last month and on the opening day there were held concerts both in the afternoon and evening. In addition to the record numbers given, the program was supplemented by the Louisiana Five Jazz Orchestra. Little Miss Cyrene Bell, of Dallas, gave a classic dance, impromptu.

The Brunswick Shop of this city is a new branch of the Bungalow House, 1818 Main street, Dallas. A. W. Macon, of the Bungalow House, Dallas, and W. H. Humphries, of the wholesale department, were present, and assisted J. E. Macon, local manager, in the opening.

Refreshments of sandwiches, cake and coffee were served to over 500 visitors.

The opening was decidedly one of the most novel and unique events ever held in Terrell.

ITS GENDER DEFINED

Tommy was always a troublesome boy and at grammar he was always at his worst.

"What gender is 'phonograph'?" asked teacher one day.

"Feminine gender," promptly replied Tommy. "No, no; it's neuter!" returned teacher sharply.

"Well, it ought to be feminine," was Tommy's unblushing reply; "'cause it repeats everything it hears!"

Peerless Metal Back Album



Write for particulars about this indestructible album.

PROSPERITY AND EXPANSION

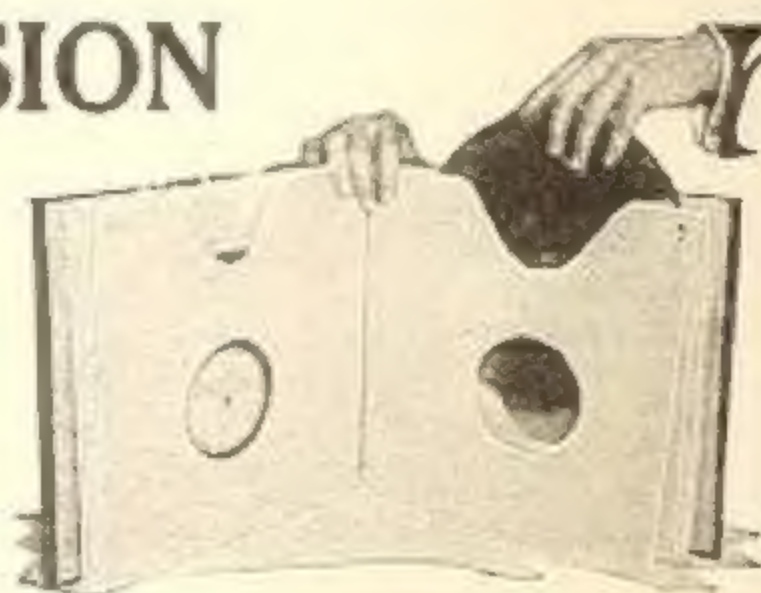
On February 1st Peerless will be completely established in its new home—right on Broadway.

In these larger and roomier quarters our output will be substantially increased, which means an improved service to you. The new location is most convenient for visiting buyers and affords us the best possible shipping facilities to all points of the world.

All members of the phonograph industry are cordially invited to inspect our new plant and view the developments that Peerless has made in album manufacture.

PHIL RAVIS, President

PEERLESS ALBUM COMPANY
636 and 638 BROADWAY :: NEW YORK CITY



PEERLESS BIG TEN

Write for particulars about this new and exclusive album, offered in sets.

Chicago Office:
57 E. JACKSON BLVD.



Victrola IV, \$25
Oak



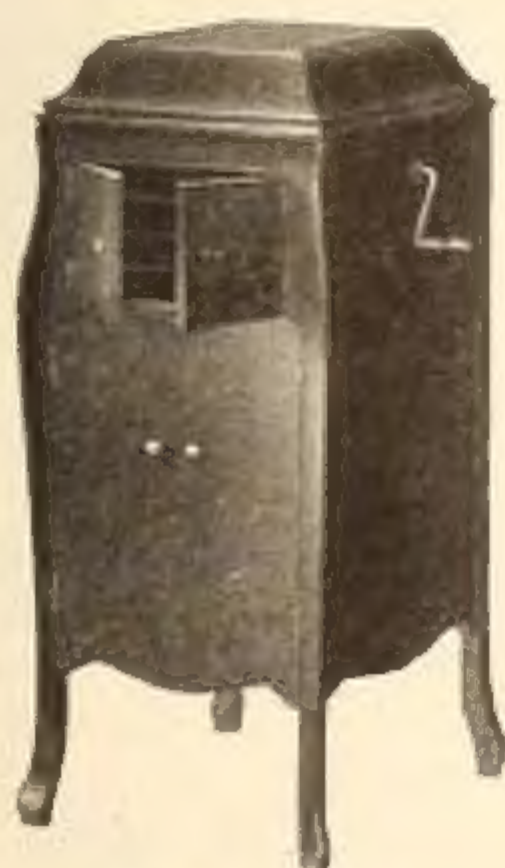
Victrola VI, \$35
Mahogany or oak



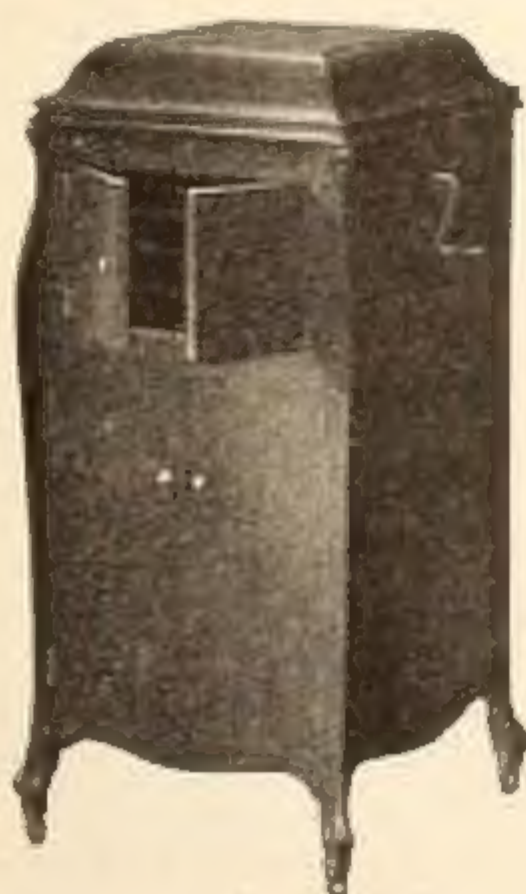
Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola X, \$125
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victor Supremacy

Supreme as a musical instrument,
the Victrola naturally stands supreme
as a business proposition.

The success of Victor retailers
follows Victor supremacy as a matter
of course.

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Victor Talking Machine Co.

Camden, N. J., U. S. A.



Victrola XIV, \$225
Mahogany, oak or walnut



Victrola XVI, \$275
Victrola XVI, electric, \$337.50
Mahogany or oak



Victrola XVII, \$350
Victrola XVII, electric, \$415
Mahogany or oak



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NEW YORK, JANUARY 15, 1921

STARTING A NEW PAGE IN TRADE HISTORY

ACCORDING to leaders in the nation's business and those in close touch with the economic situation throughout the country it appears as though the crisis in the apparent wave of depression, or business suspension, has been passed and that during the next month, or at least in March, there should be a noticeable improvement in business conditions generally.

Readjustment all along the line was inevitable, and the public had evidently come to a realization of the fact, but the rapidity of the decline in business has been startling. It is declared that, with improved conditions in the agricultural domain, the situation will change materially for the better, and any measure of prosperity for the farmers will make itself felt immediately in every industry.

The logical advice offered by those in the best position to advise is that there should be a stop put to calamity howling and that, instead of wasting time complaining and worrying over the situation, the business men of the country should buckle down to business and by increased effort offset any possible depressing effects.

Such institutions as the Federal Reserve Board express themselves as ever so much more satisfied with the situation to-day than a year ago. Twelve months ago, members of the Board say, they didn't know when the drop would come or how hard the fall would be. Now the bottom has been reached and it is much easier to deal with an upward curve than a downward glide.

It may appear hard for dealers in certain sections to appear bright and cheerful when a falling off of business is in evidence, but it is certain that merely sitting tight and lamenting the change in the situation will not avail, whereas increased efforts will inevitably meet with some measure of success.

There is no reason in the world why the majority of talking machine dealers, and through them the manufacturers of the products they handle, cannot build up a substantial business total for the new year. It will mean conscientious effort, plenty of hard work, the expenditure of some real money for a trade development program, and a willingness to give the sort of service that will please the customer and make him a purchaser.

Regardless of how the general business situation may develop the talking machine dealer must become resigned to the fact that the easy times of the sellers' market are past—that instead of allocating a limited supply of machines and records to a hungry populace he must dig up business and cater to it just as do merchants in other

lines. In the long run it may be a good thing for some of the dealers and for the trade generally to be faced with a condition that requires the exercise of constructive salesmanship.

The leading manufacturers have for years preached the doctrine of better selling. When there was really little to sell it was pointed out that preparations should be made to meet a sellers' market. The manufacturers, and it is fair to say a good proportion of the dealers, realized that the situation must change some time. Those who heeded the warning are selling goods to-day, while those who didn't listen have some real problems to face.

THE UNION OF MUSIC AND EDUCATION

THE importance of music as a great civilizing force in the Nation is universally conceded, but it is sometimes overlooked that the talking machine is playing a tremendously vital part in this connection. Not only is it taking the very best in instrumental and vocal music into the homes of the poor as well as the rich, but it has assumed an important position in the educational system of the United States.

The most progressive educators throughout the country have recognized the great value of the talking machine in the school, not alone as a disseminator of musical knowledge, but as a refining influence that cannot fail to affect favorably students, no matter in what grade they are studying. The educational departments of our leading talking machine companies have been deluged with letters of a most commendatory nature from State superintendents of public instruction in which they concede that no other influence has been more potent for good than the use of the talking machine, combined with the very systematic form of educational service outlined for the schools.

It is inevitable that the increased appreciation of music, which must result from the use of the talking machine in the school, will indirectly stimulate a love for the best in music in the home, and from the home it is bound to radiate throughout the entire Nation.

The very successful work which is now being achieved through the campaign carried on by the National Bureau for the Better Advancement of Music is, needless to say, helpful to the talking machine industry. Its work is along progressive lines and means a broad encouragement in cultivating the art of music in every form throughout the Nation. This, of course, means much for the music industry as a whole, because the wider cultivation of music must result in a greater demand for musical instruments of all kinds, hence talking machine men should become active supporters of this movement. It should win their enthusiastic support, not only because it may help them in their individual business, but because music is a priceless asset to the community. It inculcates that art atmosphere—that refinement that leads the people from sordid tastes and desires to a new world of usefulness and pleasure.

DEVELOPMENT OF THE ART OF RECORDING

REPORTS from Paris to the effect that Ignace J. Paderewski, the famous pianist, will be able to play no more in public, again bring to mind the fact that the development of the art of music recording and reproduction through the medium of the talking machine and its records, and in this case also through the medium of the player-piano and music roll, has made it possible for music lovers to have in their libraries perfect reproductions of the art of this pianist. There comes first, of course, the living artist, but next there comes the reproduction of that artist's own interpretations of musical works, for it is this personal interpretation that is the real essence of the artist's standing and importance.

The work of the great musical artists of other generations is now entirely lost, except perhaps in the memories of the aged, but the work of the great artists of this generation is for the most part perpetuated through the medium of their recordings on records and rolls. Aside from the historical interest in such records, they doubtless will afford an invaluable aid to music students of the future in determining what advancement has been made in the art, and how the work of the masters of former years compares with the work of contemporary artists.

It would seem proper and right that some definite effort be made to gather together, under State, or preferably national, auspices, the recordings of these artists, if only for their truly historical value. The industry itself should be the first to advocate, and where possible facilitate, the carrying on of work of this kind. It will probably

be a work unselfish and without profit, but a move that will prove of undeniable benefit to musicians and historians of the future.

Already certain records by well-known artists of the day, having been cut out of the catalogs by the manufacturers in favor of new titles, are being sought by collectors, and several such records command a substantial premium. The records to be preserved should be selected before they are cut out of the catalogs and become scarce.

THE UNWISDOM OF BARGAIN ADVERTISING

BARGAIN advertising soon becomes a habit, not alone with the advertiser, but with that portion of the public which reads his announcements. This is a fact that should be remembered by the talking machine dealer who is inclined to be extravagant in the presentation of special values to the public through newspaper announcements. When a house once establishes its reputation for cutting prices, the road back to normal, correct business methods becomes a long and tortuous one. Having once educated the public to look for special inducements, whether real or imaginary, the dealer soon finds that it is almost impossible for him to do business on a straight dollar-value-for-a-dollar basis. There are some houses in the talking machine trade right now which will find it mighty hard to do business except on the special sale plan, and that's not a healthy condition. When talking machines must be disposed of according to Baxter street methods there is likely to be something wrong either with the product or with the selling plan.

FIGHTING DISCRIMINATORY TAXES

THERE are already indications that the music industry is in for another fight during the coming year to prevent, if possible, the levying of discriminatory taxes on musical instruments and accessories under the revision of the War Revenue Act. The Secretary of the Treasury in his recent report very frankly urges that the excise tax on talking machines, pianos, etc., be increased from five per cent to ten per cent in order to bring in increased revenue estimated at \$13,000,000 from that source. Various other committees, official and unofficial, as well as individuals, have taken it upon themselves to ask that the tax burden on musical instruments be increased in order to move part of the load from other interests.

There are the usual effective arguments, of course, that music instead of being a luxury is a prime necessity of modern civilization and has been so proven; that it is distinctly educational and a builder of harmony and morale. An equally strong argument is that the music industry cannot afford to stand higher taxes—cannot absorb them—and under existing conditions cannot pass them along to the public.

The Music Industries Chamber of Commerce has already started an active campaign to fight out the tax question in Washington, and it might be well for the various talking machine interests, whether or not they are affiliated with the Chamber, to co-operate

with that body and lend their support in making any protest general and representative of every branch of the music industry.

A TIME FOR REASON, NOT EXAGGERATION

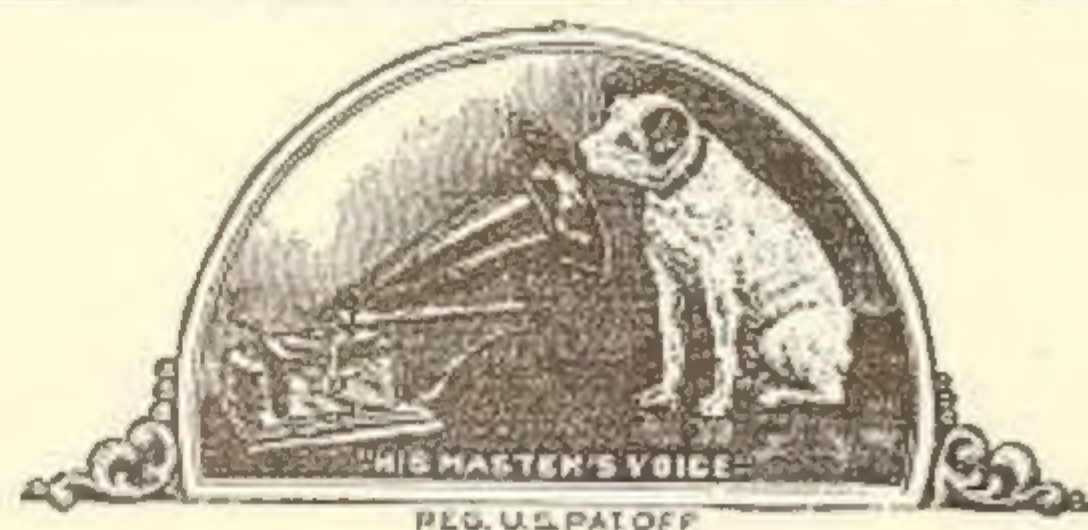
IT is unfortunate that the majority of the daily papers in commenting upon changes in industrial conditions, and particularly upon the so-called wave of depression, have been inclined to exaggerate the situation somewhat in an effort, perhaps, to please their readers. This fact has been brought home to the talking machine trade most emphatically through the medium of recently published reports regarding the trend of business in our own industry. Some of the newspapers took special occasion to advise the public under startling headings that the talking machine business is in bad shape, that factories here and there were shutting down and throwing some thousands of workers out of employment. It is true that some factories have shut down and other factories have curtailed their output temporarily, but nothing like on the scale intimated in daily press reports.

There is no question but that this inclination to exaggerate depression in certain industries has a bad effect not alone upon the public but upon those engaged in the retailing of specified products,—particularly those who are not in close touch with the actual manufacturing situation. It would be well for retailers to acquaint themselves with the actual facts in order that they may deliver the proper message to their local public in some form or another. The reports should not be allowed to spread without some attempt being made to contradict them. Otherwise the psychological effect, if not the material effect, is going to be bad.

THE INCREASING EFFICIENCY OF LABOR

SOME interesting reports regarding the increasing efficiency of labor are now in evidence, which would indicate that the workers are commencing to realize that co-operation with their employers rather than antagonism is the most satisfactory plan in the end. For the past couple of years the vicious idea prevailed among a certain type in labor circles that the less a man accomplished for his employer the more employment he was giving his fellow workmen. This brought about a state of mind where fewer hours, more holidays and higher wages seemed to be the principal ambition of a great many employees.

The change now in evidence may be attributed largely to the increased number of men looking for work and to the weeding out being made by employers, which is resulting not only in an improved morale among the workers, but in increased productive power. In the talking machine industry, at least, labor is one of the important items in the increased cost of production, and if prices ever come down it must be by reason of the increased efforts of the worker to deliver a greater value through a larger production than has been to his credit for the past couple of years.



BUSINESS AS USUAL

Fire could never destroy Ormes service or the trademark of the great line we distribute.

Therefore Ormes service **continues**—at temporary quarters on the 4th floor, 103 East 125th Street, cor. Park Avenue.

Telephone Harlem 7302 as usual

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK

Real Sales People Now Necessary in the Success of Talking Machine Business :: By Courtenay Harrison

If there is one business on earth where the type of salesman or woman on the job counts more than in another, it is in the talking machine business. People do not become "temperamental" as a rule when buying pancake flour, tooth paste or woollen socks, nor do they act as if the decision they make might make or break their entire lives—and use up the salesman's time accordingly. But when buying a talking machine it's altogether a different matter. The most practical business man or the most settled matron in town is liable, under stress of settling definitely the question of whether or not to buy the Jonesrola, to become as temperamental as Janovsky, the violinist. They are more apt than not—even though they come in and ask to see a certain type of machine which indicates having made up their minds beforehand—to stand in awe about saying the final "yes" to the salesman's "Shall I send this one up?" And it's a cinch that except in an unusual case this "yes" is not going to be forthcoming until the salesman has exhibited a good deal of real salesmanship as well as tact and patience.

This brings us, then, back to the main road again. Better-than-average salespeople are needed in the retail talking machine store. This need not frighten anyone either. A good many people who sell other things beside talking machines and records and who call themselves salesmen are not that at all. They are just order takers. But a talking machine and record salesman or woman, to accomplish worth-while results, must be a real sales person in all that the word implies. It is mighty easy to get disgusted with a "temperamental" customer, who has made and unmade decisions at five-minute intervals, as to what

model and design she is going to buy, or whether or not she will buy at all—just now. Yes, it is mighty easy to get disgusted or lose patience; and the same holds good for selling records. About the first thing that a good talking machine and record salesman learns is that patience is indeed a virtue that pays cash returns. The going may be hard, with your demonstration, and attempts to close with some extra-crabby cus-

Who Are the Most Satisfactory All-Round Sales Persons for a Talking Machine Store—Men or Women?

tomers, but as Briggs would say when, just as you feel you are going to crack under the strain, willy-nilly, she suddenly says: "Well, you can send up this \$300 console model, I reckon." Oh Boy! ain't it a grand and glorious feeling?

I have been asked more than once by talking machine dealers who know that I have made investigations in talking machine stores all over the country to state which I thought the most satisfactory all-round sales persons for a retail talking machine store—men or women? I have always given the "stock" answer that it all

depended on the type of person as to the best all-round results that could be secured.

However, as my place of residence does not have to appear at the head of this article, I am going to make the frank statement here that the most successful talking machine department I have ever seen, for a city its size, is run by a woman and she has nothing but women sales people. An interesting thing about this department is that it is on the fourth floor of a furniture store, and in the mid-West city in which it is located there are a great many exclusive talking machine shops on the ground floor right in this neighborhood. Yet this competition does not prevent this fourth-floor talking machine shop from doing an enormous business—a business recognized by the wholesale firms which supply it with goods to be larger than that done by many of the ground-floor shops in the neighborhood.

To tell the story of this department's success, it is only necessary to use one word—salesmanship. The young woman in charge and her three capable assistants know how to give their customers a service that will bring them back, even four stories up.

Are these super sales people, you might ask? They are not. They are young women, untrained when they entered the business, in most instances. That's one reason why they have made such a success of their work. But let the woman in charge of the department tell the story herself:

"Recognizing that upon the ability to sell successfully—and this is meant in the broadest sense—rested the success or failure of this department I determined when I took charge of the work to, at least, give my customers something in sales-



A WALNUT TALKING MACHINE CABINET

The finest phonograph is appropriately encased in

AMERICAN WALNUT

"The Cabinet-wood Superlative."

Superb and refined beauty—rich shading which even improves with age—wonderful reliability as a cabinet-wood—all these together put AMERICAN WALNUT in the very front rank of woods

For Phonograph Cabinets

More and more purchasers every day are giving to AMERICAN WALNUT their very first (and very insistent) preference. It pays to supply what is demanded.

We illustrate herewith an AMERICAN WALNUT TALKING MACHINE CABINET of elegant design. Could you imagine a more beautifully figured veneer than that which it exhibits?

Useful data for makers or data for dealers and the "Brochure de Luxe" for your salesmen. Address the producers of American Walnut lumber, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022 616 So. Michigan Boulevard Chicago.

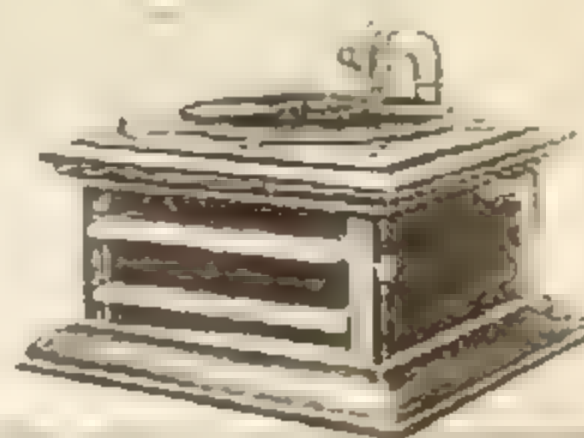
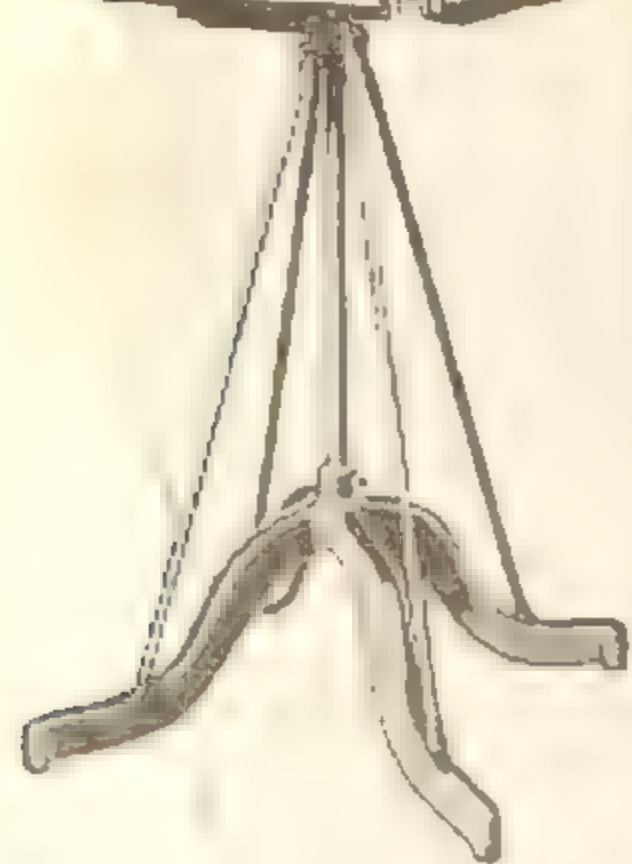


Paste This In Your Hat

YOU are building up a steady income with every single sale of Columbia Grafonolas or Columbia Records *if you follow up the sale and supply the purchaser with proper service.* Columbia Grafonolas and Records are essentially "service goods"—points of contact for future sales. You're losing money on every sale if you fail to follow it up.



January 1921
Advertising Service
Columbia Dealers



Columbia

And Keep It Pasted

HERE are a few of many ways to supply constant service where it counts the most:

Use the invaluable self-service fixtures. They will increase your sales by serving your customers faster than you can serve them yourself. That's service!

Send the Columbia Monthly Record Supplements to your whole mailing list every month. Aren't the Lodges in your town giving dances? Cash in on the winter dance craze. Let all the boys and girls know about all the latest dances. That's service!

Make a note on your mailing list of every customer's taste in records—dance records, love songs, violin solos, band, opera, comic, or whatever it is—and offer your customers all the new records of the type you know they prefer. That's service—the way to make steady customers!

The Columbia Monthly Record Hangers are *news* to every record fan, just as much as the Monthly Record Supplements. Put them up the moment you get them. Display

them where they're sure to be seen. That's service!

The Monthly Advertising Service for Columbia Dealers Portfolio carries many mighty convincing advertisements for you to run in your local papers. Use these consistently, and you will find that your returns will be sure and big. Keep your product before the people. That's service!

Have your repair man always take with him at least a dozen of the latest records. Then, after he has made the repairs, he can play some of these latest records for your customers on their own instruments right in their own homes. That's service! Sales? Just try it!

The first thing any normal human being notices in a new land is the flag of the land of his birth, wherever it is displayed. Are there many foreign born in your town? Then show in your window the beautiful Columbia decalcomania sign carrying the flags of two score nations. That's service! See how it will attract purchasers of Columbia foreign records.

Sales Department

COLUMBIA GRAPHOPHONE COMPANY, New York



Grafonola and Records

When you, Mr. Distributor, sell your dealer a sealed package of needles—you put your stamp of approval on the package, as to the full number of needles, their quality and uniform lengths.

When you, Mr. Dealer, pass a sealed package of needles over your counter to your customers, you guarantee the accuracy of count, uniform length, points and hardness of the needles.

HERE IS THE VITAL FACT: the Brilliantone Steel Needle Co. guarantees all packages of **BRILLIANTONE NEEDLES** and all needles packed by them to contain 100 needles of Uniform Length, Uniform Points and Uniform Hardness to the package.

Remember—An inferior or imperfect needle will cause customer dissatisfaction—no matter how perfect the machine and record.



BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

W. H. BAGSHAW & CO. Factory, Lowell, Mass.

AT 34th STREET. **347 FIFTH AVENUE,**
NEW YORK SUITE 1003

Canadian Selling Agent: The Musical Mfg. Sales Co., 79 Wellington St. W., Toronto.
Exclusive Eastern: Capeman, Ltd., 8-10 Bridge St., New York City.

How to Get Best Sales Results by Using the Right Kind of Business Letters :: By R. R. Ricketts, Jr.

Good letters are business letters. Are you using this means to additional sales? Many dealers say: "What good are letters? See the prospect!" By all means see the prospect, but remember a letter rushes in, not where salesmen fear to tread, but where "treading" is prohibited.

A letter has these advantages. A prospect will read a letter when he is "too busy" to see a salesman. He can "dismiss" a letter, he is not so sure about the salesman. He is more "off guard" when reading a letter because he has not that feeling, often experienced in the presence of a salesman, that an attempt is being made to "force" him to buy. The majority of people are too curious to throw aside a letter without reading it. They will begin it at least and, if it is *interesting* they will continue to read, whether they are specially interested in talking machines or not in the same way that you read an advertisement of some article you know nothing about and are not particularly concerned with. The headlines are inviting and before you realize it you have read it. It has some quality, snap, perhaps, that compels your attention.

Letters are an aid to sales that you, no doubt, have not considered possibilities. For example, are you getting your share of restaurant sales? Of moving picture theatre sales? The former are using the talking machine more than the latter, but "movie" houses are using them more. The smaller ones to at least two that I know are seating 3,000. Such a sale means a letter, an ordinary advertisement for your machine and should, if followed up by a notice in the theatre program or otherwise, result in sales.

Many restaurant owners, if confronted by a salesman, without preamble of any kind, will not consider purchasing a machine, whereas after having read a letter in which various arguments, relative to why a machine would be an advantage to him are presented, his reception of the salesman will probably not be such a cold one. A letter that is detrimental in tone, snappy and fact acts as a much better introduction than a card. It also tends to do away with any conscious or unconscious antagonistic attitude that may present in a salesman.

A wonderful salesman once said that he always made it a point, after he had gotten a prospect in, by letter or otherwise, to write him, putting down

the proposition in black and white, giving him a description of its good points and prices. He said there was a psychology about the "personal touch" and the tangible something the prospect could refer to that a letter provided. This is undoubtedly true.

Now as to the writing of the letter. Of course it depends on who is the writer and to whom the letter is to be sent. Let us say it is to be written not by a firm, but by one of their salesmen, and is to reach the average business man. Start your letter with a bang! For example, "Are you interested in good music? If so, I am confident that you would be interested in hearing the Best phonograph. The Best reproduces the voice

best. It is made especially for the home, and comes in and hear the machine and you will be "pushed" to buy. Say perhaps, "I have just been the machine, the performance is so good and entirely. Any attempt to force a sale is of course poor business, and it is our desire that you feel free to come in at any time and as often as you like. I should very much appreciate a reply. You may wish to see more than one machine, other than tone, the camera set, etc., etc., etc., out saying that you must be prompt in making your statements. Here we have something of this.

W. R. L. Prospect, Ltd.

Dear Sir: Are you interested in good music? If so, I am confident you would be interested in hearing the Best phonograph. This phonograph reproduces the voice naturally. You may have liked the phonographs you have heard, but you enjoy music that is music. It is our desire that you feel free to come in at any time and as often as you like. I should very much appreciate a reply.

In this paragraph you may list the special advantages of your machine, what improvements it originated, why its tone is the best, etc.

"It is a pleasure to demonstrate the Best not only to a prospective customer, but to anyone interested in music. We urge you to hear the machine, the purchasing is in your hands entirely. Any attempt to force a sale is of course poor business, and it is our desire that you feel free to come in at any time and as often as you like. I should very much appreciate a reply.

Very truly yours,

Try it on your neighbor!

INSTALL DEMONSTRATION ROOMS

Worcester, Mass., January 13.—The Widener Grand Opera Shop of this city is equipping its new warerooms with an elaborate installation of demonstration rooms and recording equipment. The work is being done by a local Worcester concern, C. J. Goodwin & Co., which specializes in store equipment and has made installations in a number of other New England talking machine warerooms.

A Prospect Will Read a Letter When He Is Too Busy to Receive a Salesman—Snappy Letter Compels Notice

attention. You may not have asked the talking machines you have heard." If he has liked them, so much the better. If not, your mention of the fact is equivalent to saying, "I appreciate your position in disking talking machines, but, etc." And a prospect always likes to know his position is appreciated! To finish the sentence, "but if you enjoy music that is music, I am sure you would delight in hearing the Best, and that the short time spent in the hearing would result in many hours of real pleasure." You may say, "the writer" in place of "I" if you wish, although some authorities regard it as an affectation.

Make your letter brief, interesting, courteous and sincere. Don't say your machine is the greatest the world has ever known. Maybe it is, but don't say it in so sensational a manner. It will impress the very credulous but it won't help, in fact it will hinder, you with the not so credulous.



SUPREME



THE ECLIPSE MUSICAL CO.

Victor Wholesaler

Cleveland, Ohio



Frank Crumit sings "I'm a Lonesome Little Rain Drop", the big song hit of the *Greenwich Village Follies of 1920*, and that melodious love song "Margie." Thousands of people have been waiting for this record. A-3332.

**Columbia Graphophone Co.
NEW YORK**

SUGGESTIONS OF VALUE ON THE GRANTING OF CREDITS

Timely Advice on This Important Subject, Particularly Applicable to the Talking Machine Trade,
Offered by J. H. Tregoe, Secretary-Treasurer of National Association of Credit Men

An appreciation of economic laws and organization has been lacking in our country for the reason that in times of depression or strain there is a tendency to ignore some principles and a number of mistakes which result in unfavorable and unnecessary conditions in the credit structure. We have lacked the vision in the face of serious problems. We have done things which never would have been considered in sane periods and we wonder when this temperament will be rectified. The American business man stands the very highest and the most constructive credit structure is not moving in this direction.

The seller's market through which we have passed produced interesting situations and, through the opportunities for leaving hard bargains and escrowed and contracts were frequently a hindrance to a market enabled to correct some weaknesses in credit grant.

It is true that created a very necessary feature which our country is passing through in an unusual period and it has become customary to use credit as a factor. The seller's market also presents the opportunity of restraining credit which has not become common in the past. The period of depression is a period of opportunity which requires credit to be used in a very different manner. It is a period of opportunity which requires credit to be used in a very different manner. It is a period of opportunity which requires credit to be used in a very different manner.

It is a period of opportunity which requires credit to be used in a very different manner. It is a period of opportunity which requires credit to be used in a very different manner. It is a period of opportunity which requires credit to be used in a very different manner.

from the music trade. The only long terms had been allowed the purchaser. Financing purchases of this type requires extensive capital and credit. The financial cost of such credit and profits can alone be made by overstocking. A return to this situation must be avoided.



J. H. Tregoe

matter how strong the temptation is to sell. Credits must be kept broad whilst the nation is passing through its recuperative period, and every enterprise not observing this principle and using too much of the nation's available credit is merely retarding the recuperative process and holding us back from a complete restoration.

We cannot emphasize too strongly, therefore, the commitment of competition to values alone. Terms mustn't be sold. Should business move slowly should the very bottom appear to have crawled out of things, character must stand the strain and hold fast to many practices. Watching the various trends and currents in this crisis in the nation's industrial affairs, the correct appeal to hold fast should be heeded. Getting swift returning to old conditions, selling terms and doing the unwise and uneconomic thing would be very unfortunate for merchants and the nation.

We are not in the least overplaying in this brief message the seriousness of matters. We are not endeavoring to throw the least fear into the heart of anyone. We cannot discount the real seriousness of our present crisis, and yet, with fundamental conditions absolutely sound, we must merely pass through a recuperative period and good sense dictates the giving of every assistance we can to the patient. A good grip on ourselves and every looseness cast to the winds will build an American spirit of which we may be very proud.

VISITS GRESHAM MEMORIAL

Rosa Ponselle, Columbia Star, Visits Memorial
Erected to First American Killed in the War

While in Evansville, Ind., Rosa Ponselle, the famous grand opera star and Columbia artist, visited the James Bethel Gresham Memorial Home. This is a unique bungalow which was erected by workmen, giving their time free and to which furnishings were contributed by firms and organizations of the city. Money was also donated in the form of an endowment fund, and the whole was given to the mother of James Bethel Gresham, who was the first American soldier to be killed in the war after the United States declared war. Miss Ponselle had a very nice visit with Mrs. Gresham. The latter was greatly pleased with the honor paid her.

Quality

Distinction

The "VICSONIA" Reproducer



Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Gramophones.

Fitted with permanent jewel point. No loose parts.

Note: The Vicsonia is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus.

Meet the demand - Serve your customers

Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathe records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.



Widdicomb Amplifying Tone Chamber

Dealers Have Endorsed the Widdicomb

Recently we have had occasion to demonstrate the Widdicomb to a number of America's foremost phonograph dealers.

These men, dealers who are successful merchandisers, say that the Widdicomb Amplifying Tone Chamber marks a new epoch in phonograph history.

Now for the first time, it is possible to play all makes of records on the Widdicomb without the slightest vibration or metallic harshness.

At the same time the Widdicomb Amplifying Tone Chamber does full justice to the lower as well as to the higher musical notes. When playing an orchestral record the deeper, richer tones are given equal prominence.

This supremacy of tone in the Widdicomb is the final result of construction based on scientific laws. It is

not a gift of chance but a feature for which Widdicomb experts worked many months and expended thousands of dollars to perfect. The exclusive Tone Chamber in the Widdicomb is made of a patented composition that positively eliminates vibration.

The sound waves as they pass through it are extended and expanded so that you get full tonal value without "blasting." In other words, it simply reproduces more truly.

The dealer who has the Widdicomb franchise feels confident that he sells a phonograph of the highest quality; unequalled in tone; distinctive in appearance, and richer in special features than any other phonograph on the market.

For your own information let us give you the 1921 details.

The Widdicomb Furniture Company
Grand Rapids, Michigan Fine Furniture Designers Since 1865

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

HOW TO CREATE ADVERTISEMENTS THAT BRING RESULTS

Roy Durstine, Prominent Authority on Advertising, Lays Down the Precepts Which Must Be Followed in the Creation of Good Advertising in Interesting Book on This Subject

Advertisers in every line are endeavoring these days to get away from the beaten path and make copy that has pulling power and originality. The days of the stereotyped advertisement are passed according to advertising experts and the dawn of a better day is already well advanced in horizon. An advertisement that complies with all the requirements laid down by the authors of this advertising manual and is not a good thing as such, it is really not good for anything at all. Roy Durstine, a recognized authority on advertising, has just written a book on making advertisements and making them pay, and he declares that the uselessness of this adaptable advertisement is "all the fault of the extravagant person who first tried to an advertising to this formula: First, catch the attention. Second, interest the reader. Third, create a desire. Fourth, show that you satisfy that desire. Fifth, stimulate action." No art can be boiled down to a formula, if it could be, then that art would be too easy to be worth while. Mr. Durstine is merciless to the advertising men who have not progressed beyond the application of formulas. He tells us that this kind of advertising man becomes a "merchandising expert" who exerts pressure on "prospects" and whose customers are always "cheats."

Mr. Durstine lays down many precepts for good advertising among which the following may be cited as worthy of study by every business man who has before him the problem of adequately presenting his goods to the public through the medium of advertising.

"Every business, no matter how young and how old has a personality. To catch the spirit of that personality and to reflect it in words and type and picture is the job of every advertisement."

There is an old saying in advertising that nothing can be said about a twenty-five-cent cigar which has not already been said about a five-cent cigar. If you descend to superlatives in your product of real quality you find that the market of inferior merchandise has been long filled. So the strongest way you can convey an impression of supreme merit is by interesting the reader. The man whose merchandise is better than the class below yours may

employ many of the devices of design which you also use but he doesn't dare give as little information.

"There ought to be something about an advertisement as contagious as the measles. Without sincerity an advertisement is no more contagious than a sprained ankle."

To sell something of doubtful merit is dishonest. Such a fundamental error in merchandising as to sell an inferior article by jumping up sales through advertising is like inflating a punctured tire. What you say may be sound enough, but the sales volume won't stick because there is a leak in quality.

It is not sufficient that they (advertisements) make people talk. The German people have made a great many people talk about them in the past five years, but it has not advanced their position in the esteem of the world.

"It is difficult to think of any business which cannot be advertised. No, that's an exaggeration. * * * Burgars shouldn't. That's one business that is peculiar."

"To sum up," says Brander Matthews in a review of this book in the New York Times, "Mr. Durstine's book is what Horace Greeley called 'mighty interesting reading.' It takes us outsiders behind the scenes. It helps us to understand how it is that we would not be surprised if we were to read that Phoebe Snow had married Sunny Jim, moved to Spotless Town, adopted a couple of Campbell Kids and was letting the Goldust Twins do her work."

A RECORD STOCK IS ALIVE

Putnam-Page Bulletin Points Out Value of Good Stock and Good Selling

"Your record stock is alive, below the frost soluble thing in any store. It is constantly changing, more alive, more aglow every day, every hour," says the Putnam-Page Co., Victor distributors, in one of its recent bulletins. "And we can reflect that stock when we meet our trade. Of course we have new and splendid things coming in right along. Tell your friends and come again real soon. You will find something new every hour." That's the spirit in which to meet your customers at yours.

MUSIC FINDS PLACE IN SUBWAY

Ticket Seller Brings His Talking Machine to Work With Him and Latest Songs Delight the Hurrying Commuters on Way to Work

A correspondent informs us that music has at last invaded the dark reaches of the Interborough subway and now the hurrying crowds at the Brooklyn Museum station are entertained as they push their nickels across the grimy glass above the "How Many?" sign by the strains of the latest music coming from the talking machine within the ticket seller's booth. Evidently there is one ticket seller who has an imagination that has not been stifled by the roar of the subway trains. He has reasoned that if his instrument entertains him at home it will also do its pleasant work while at his daily task. And so he put his idea into execution at once. He greets his patrons with a smile and receives a smile in return. Everyone is happy.

PUBLIC HAS BIG BUYING POWER

Roger W. Babson, Statistics Expert, Gives Ten "Bull" Trade Factors in Address Before Advertisers' Club in Recent Meeting

Roger W. Babson, business statistician, told the Advertisers' Club last week what he believed were the ten "bull" factors in business to-day. He said that of the many factors foretelling business prosperity the following were the most important.

That the great mass of people still have the Government bonds which they purchased during the war and until these bonds are sold there remains great purchasing power.

That billions of dollars previously spent for luxuries are now used to buy comforts and merchandise.

That the national banking system is more flexible than it was during any other period of financial stress.

That national advertising has come to stay, to be a steady force in business.

That the war caused much standardization resulting in production efficiency.

That foreign trade impetus will continue for many years from the war impetus because of our new merchant marine.

Seasonable fluctuations in manufacturing and selling are being eliminated.

Reduction in taxation, especially business and profit taxation, may be expected.

Recent election showed people are conservative and will back a business Government.

The war made America the richest country.

The apparent inconsistency of the present depression with the indications above, Mr. Babson said, was due to the fact that depression follows the extravagance, dishonesty and inefficiency which always end a period of prosperity such as this country has passed through.

MANY NEW USES FOR MAGNAVOX

Most Illuminating Volume Just Issued by the Magnavox Co.—Shows Trade Use of Instrument and Its General Popularity

The many uses of the Magnavox for magnifying sound are found in easily accessible form in a new and most interesting booklet just issued by the Magnavox Co., of Oakland, Cal. The application of the Magnavox to the talking machine and its use in amplifying music are shown in detail as well as its uses for public gatherings where speakers are desirous of making their words audible and impressive to large audiences.

OPENS STORE IN MANCHESTER, IA.

L. G. Lewis, of Manchester, Ia., has moved into the building in that city formerly occupied by the Farmers & Merchants State Savings Bank and has installed a stock of talking machines and other musical instruments.



EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1921-1922

A few available dates for Spring, 1921

Sample program and particulars upon request

P. W. SIMON, Manager

1901 Broadway

New York City



Includes Ensembles including
Campbell & Burr - Sterling Trio - Peerless Quartet



Why everyone is talking about Brunswick Records

They have been a great sensation.

Everywhere you go you find dealers and phonograph owners commenting on the way Brunswick Records have captured the public.

Music lovers everywhere recognize their superiority in the most emphatic way possible—by constantly demanding more and still more Brunswick Records.

Such an unqualified endorsement has placed the stamp of approval on these artistic companions of the already successful phonograph.

There are many things that enter

The buyers of records can now shop in the Brunswick Catalog, and find music to their liking, no matter what their individual preferences may be. They will always find something new, something timely, something fascinating and different.

Note "The Spiral Stop—on Brunswick Records"

into the production of a fine record. It would be too long a story to tell.

But we can say that, coming into the record business at this time, we felt that we had to make a record which would be not only as good as, but much better than any record already on the market.

The New Year finds the Brunswick Catalog well rounded out. A noteworthy balance in every department has been attained. Each month of the coming year will see this good foundation strengthened and built up by carefully selected releases.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Office: 625-615 South Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States,
Mexico and Canada

New England Distributors:

Kraft, Bates & Spencer, Inc., 126 Bowdoin Street,
Boston, Mass.

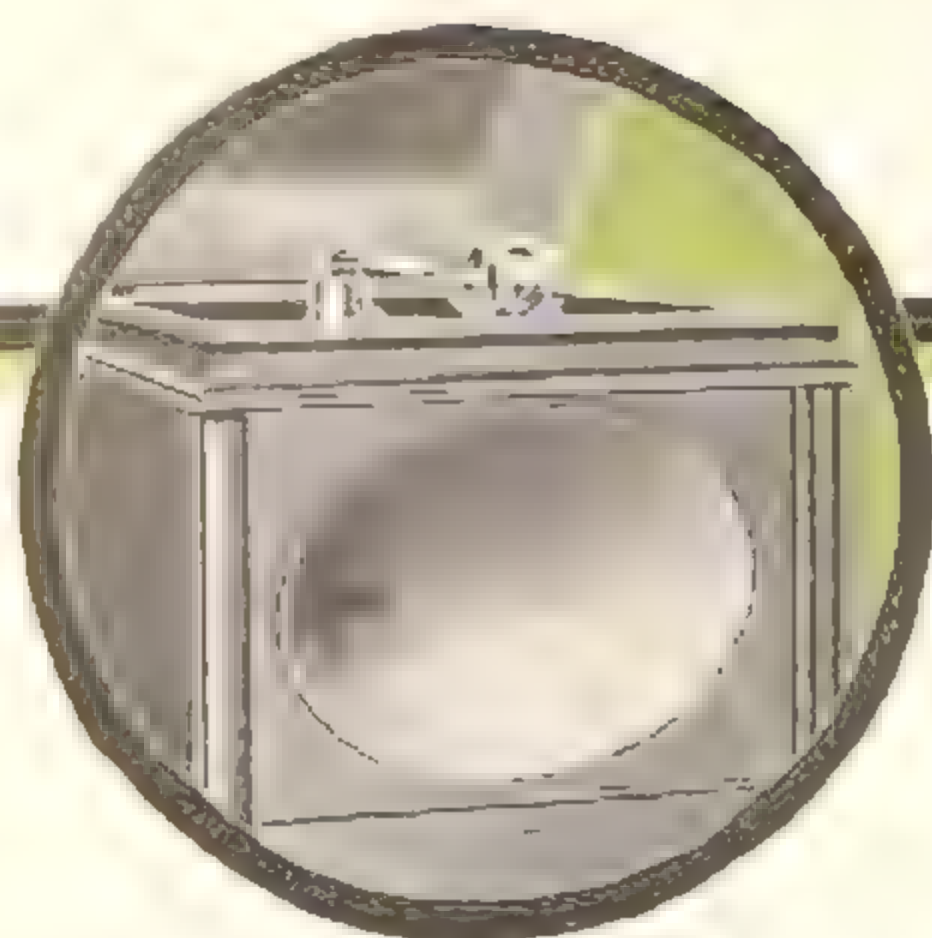
Canadian Distributors:

Musical Merchandise Sales Co.,
79 Wellington St., West,
Toronto



Brunswick

PHONOGRAPHS AND RECORDS



The Brunswick Dual Tone Amplifier, built entirely of wood

58 per cent increase in 1920

These figures mark the remarkable advance of Brunswick Phonograph and Record sales over 1919.

And this in the face of the many adverse manufacturing and merchandising conditions of the year just closed.

The New Year finds Brunswick more solidly established than ever.

Six phonograph factories, two record pressing plants, and forty branch houses in principal cities, put every Brunswick dealer, no matter where he may be located, in close and intimate touch with the makers

of the Brunswick Phonograph and Brunswick Records.

The Brunswick Balke Colender Company takes this opportunity to express its sincere appreciation of the constructive co-operation it has received from all Brunswick dealers. It realizes, with due acknowledgment, that its growth and development has been made possible through the loyalty and activity of its Phonograph and Record dealers, and it is the purpose of this company to be still more deserving of this spirit and support.

THE BRUNSWICK-BALKE-COLENDER COMPANY

General Office: 32, 34 & 36 West Avenue, Chicago

Branch Houses in Phonograph Countries: United States, Mexico and Canada

New York and District:

Kearney, Bosc & Sargent, Inc., 100 Bowler Street, Boston, Mass.

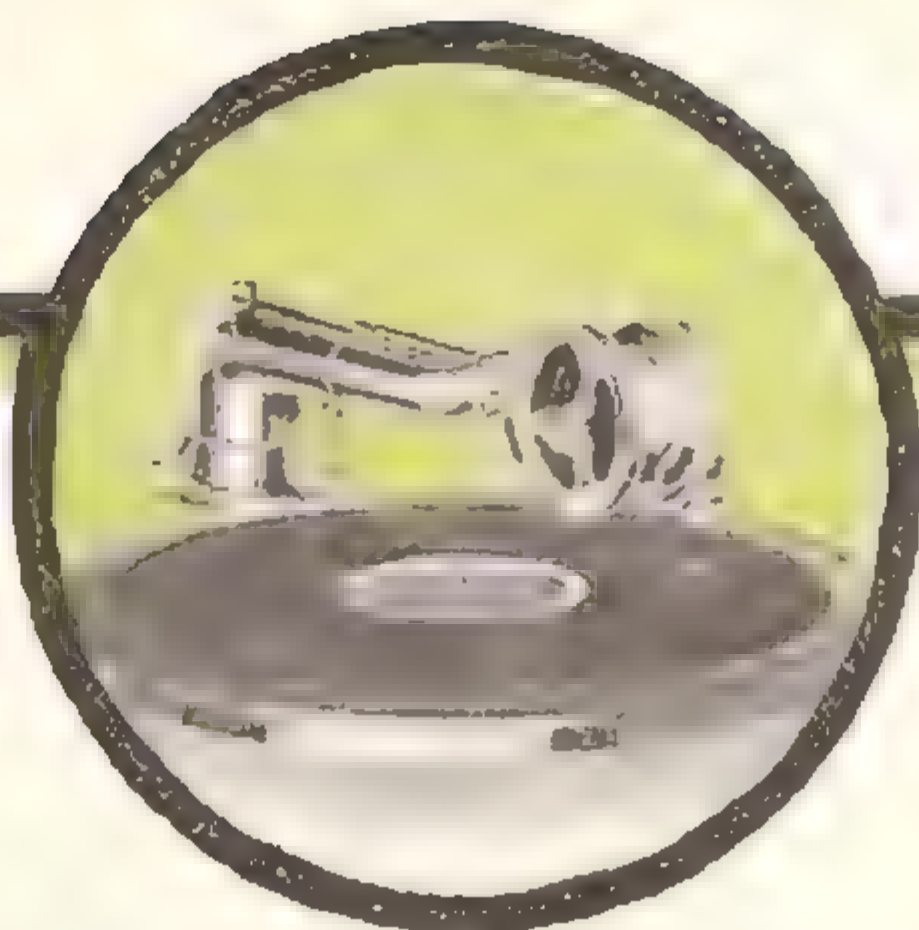
Canadian Distribution:

Montreal: Macdonald, Stewart & Co.

111 West Beaver Street, West, Toronto

Brunswick

PHONOGRAPHS AND RECORDS



The Brunswick Ulna, playing a Brunswick Record

What Brunswick offers the dealer

The record of achievement mentioned on the opposite page may be easily verified by you. Brunswick offers you facts, instead of a glowing prospectus or things to be accomplished, or a demand to be created.

You will find The Brunswick and Brunswick Records in leading stores everywhere—in stores which are very slow to put their names behind a product until its merits have been proved beyond a doubt.

As a business man you realize the

advantage of doing business direct with the manufacturer, without any intermediate parties whose interests may possibly conflict with yours, or who may be interested in other phonographs.

Brunswick makes The Brunswick from top to bottom. Brunswick controls every step of phonograph and record making from start to finish.

There is no dependence upon outsiders. The Brunswick is not an assembled phonograph.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Office: 621-633 South Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States,
Mexico and Canada

New England Distributors

Kraft, Bates & Spencer, Inc., 1264 Boylston Street,
Boston, Mass.

Canadian Distributors

Musical Merchandise Sales Co.,
79 Wellington St., West,
Toronto

Brunswick

PHONOGRAPHS AND RECORDS



Elias Breeskin *Master Violinist* *An exclusive Brunswick artist*

Some press comments on his 1920 Australian tour of 40 concerts

Sydney, Australia, Daily News, August 18th, 1920.

Mr. Elias Breeskin, violinist, in the recital given in the Town Hall last night, had ample scope for the display of his talent. He is undoubtedly a true artist, sympathetic in his treatment of cantabile and sure in his technique in double-stopping and rapid passages. His harmonies are a delight to hear.

Sydney, Australia, Daily Telegraph, August 18th, 1920.

It was the first opportunity of hearing Mr. Elias Breeskin, the Russian violinist, to advantage apart from the orchestra. He conveyed the impression that he is equipped with an extremely finished technique combined with an unflinching certainty of intonation and a strikingly well-developed sense of colour of tone.

The Daily Mail, Brisbane, Australia, June 26th, 1920.

Mr. Elias Breeskin established himself the

favorite. He certainly held the audience enthralled and roused it to a pitch of feeling seldom experienced in Brisbane. The serene perfection of his technique, a spontaneity of expression, his strong personality and the grace and beauty of his style were factors which combined to stamp him as a finished performer. Nobody paired north town has violin in tones of rare freshness, tones which only the greatest artists can produce.

Standard, Brisbane, Australia, 1920.

But the more one hears the more one is tempted to give prize of place to the violinist, Mr. Elias Breeskin, on account of his absolute mastery of a glorious instrument that is so seldom really mastered. Blessed with personality, he seems to truly revel in the most difficult compositions, always displaying marvelous technique and a genuine sympathy that is evidenced in perfect expression and delightful purity of tone.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 6363 South Wabash Avenue, Chicago

Branch House: in Principal Cities of United States, Mexico and Canada

New England Distributors:

Koch, Bess & Spencer, Inc., 143 Boylston Street, Boston, Mass.

Canadian Distributors:

Mrs. T. Merchandise Sales Co., 25 Wellington St., West, Toronto

Brunswick

PHONOGRAPHS AND RECORDS

NEW TAX LEGISLATION AND THE MUSIC TRADE

Pertinent Comments Upon the New Year's Tax Problems in Washington Offered by George W. Pound, General Counsel of the Music Industries Chamber of Commerce

There is no question but that the matter of tax legislation will prove of tremendous importance to the music industry, and American industries at large, for that matter, during 1921 for the determined effort of various interests to have wartime taxation legislation materially or eliminated altogether, is being met with an equally earnest effort on the part of certain Governmental and industrial interests to have taxation burdens continued or even perpetuated, and particularly to continue the discrimination against certain industries—the music industry, for instance—in paying more than the burden of excise taxes. More than one suggestion has been made that the excise taxes on musical instruments be doubled.

In view of the local questions that will face the industry during the year just opened, George W. Pound, general counsel of the Music Industries Chamber of Commerce, and of the World,

"Above all other periods of the past year, it is always the matter of tax legislation, however name we may give it, which has been the center for the time being, with the music industry, and with other industries."

"I, personally, do not believe that a general tax bill will be introduced in the Senate last and soon session of the sixty-sixth Congress. It expects to be introduced in March, and the Administration from discussion and some of the tax industry, though they are opposed to any bill which would repeat or increase or alter taxes, and which can be partly or not subject to a vote, and even over such opposition, but the problems involved will be thoroughly discussed and probably worked out from the start, and will be ready for introduction in the passage early in the special session, and the Congress, currently expects to be called by President Harding immediately after March 1 next.

And, finally, the tax question, in all its aspects, particularly as to the amount of revenue required, and the effect of the proposed factoring tax, will be materially affected by tariff and similar considerations. Senator Curtis (R-Mass.) and many Senate and House leaders favor a protective tariff, and one that will raise a billion dollars in revenue. Many Southern members are secretly, and even openly in favor of a protective tariff. There is no question but that the sixty-sixth Congress, probably in the summer of 1921, will pass a protective bill, and extreme measures, but higher than the present ones, and give proper protection to American industry. We should have a bill which will protect us from the constant menace of proper goods from Europe, after-war demand, and no concern of ours as to what Europe thinks of such a proposal. We must look to our own interests. Europe is simply sold, stock, but I look for a full recovery, and one sooner than generally expected. Within the 'partial' recovery from a state of almost extinction in 1871 by France.

"In my opinion, upon musical instruments the new bill should give a protection of 45 per centum.

"At the present moment it is impossible to forecast final action upon the tax matter. The excess profits feature seems doomed. And let us trust our excise taxes, also. The proposed tariff bill will help us in this greatly. Sentiment as to a general sales tax is very sharply divided. It has objectionable features, surely, but appeals strongly in its simplicity and general application.

"Watchful waiting for a few weeks is our manifest line of endeavor."



HARPONOLA

Look at the PROFIT

You can make more money with the HARPONOLA than with many other makes because our distribution plan permits us to give you a bigger territory on a non-competitive basis.

We give you better terms—which mean: LONGER PROFITS.

And the machine, itself, fully meets all comparison tests in tone, in appearance and in mechanical reliability.

It will certainly pay you to have the HARPONOLA PROPOSITION.

A good profit in every machine. Repeat sales built by our special proposition on OKEH records. Write for details.

THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President

The
PHONOGRAPH
with the
GOLDEN
VOICE





The new year will usher in the hardest competition the talking machine business has ever known.

Weak "machines" will be weaker than ever before; some strong "machines" will need the keenest kind of salesmanship to keep in line.

Rishell has so many great selling points that it will make a market anywhere, and keep any market it makes. 55 years' business success assures the *stability* of this business, and a constant *forward* movement in production and sales. Write TODAY for terms to jobbers and dealers.

RISHELL PHONOGRAPH CO.

WILLIAMSPORT, PA.

New York Distributor: GRAND TALKING MACHINE CO.
268-270 Flatbush Avenue Extension, BROOKLYN, N. Y.

Various Methods of Increasing Sales Service Efficiency Described :: :: By William Bliss Stoddard

The Swank Hardware Co., Johnstown, Pa., has established a commendable record for efficient service in connection with its talking machine department and has seen it grow in six years from a small floor space and no demonstration booths to a department six times the size with twelve booths for demonstrating. The company attributes the greater part of its success to the efficient salesmanship of its sales force. Said the manager recently:

It is not unusual for this department to handle from 250 to 300 customers a day. A good saleswoman who is familiar with stock can wait on two or three customers at the same time, as the patrons usually prefer to go to a booth to play the record themselves. We sell only the standard lines merchandise that we can stand back of with our own as well as the manufacturer's guarantee. We endeavor to give courteous, efficient and intelligent service, and make it a special point to have the salesgirls, as well as all others connected with the department, thoroughly familiarize themselves with all the records and machines so that they can answer any questions regarding them whether it be concerning the mechanism of the machine or the singers and songs of the records. We take advantage of every opportunity to further the education of our salespeople. We have them attend concerts of all the prominent artists who visit our city, and at present one of our salesgirls is taking a two weeks' course of intensive training in record and machine selling conducted by one of the talking machine manufacturers.

The firm maintains a modern service and repair shop in charge of a first-class mechanic who understands repairing motors, tone arms, sound boxes, etc. This repair shop is practically self-sustaining," said the manager, "as the charges on repair jobs other than our own pay the salary of the mechanic. We find it pays us to give prompt and satisfactory service on any machine we sell that develops trouble. It insures more satisfied customers and brings them in for more records."

His recipe for a successful talking machine department was summed up in a few words: "Get the best line you can secure, the exclusive agency, if possible, and give someone charge of this department who is really interested and will put the necessary 'pop' and 'effort' back on it to bring out all the good points of the machines and records and thus increase the sales."

Preventing "Outs" on Phonograph Records

One of the greatest difficulties that confront the dealer handling a large stock of records is the proper stocking with standard records, so as not to be obliged to inform the prospective purchaser that the record he desires is not in stock at present. A firm in one of the growing cities of the great Southwest has found an excellent way to overcome this. As soon as a shipment of records is received the saleswoman takes one record from each selection and pastes a piece of red paper in the upper right hand corner of the open end of the jacket. The record stands on edge in the rack with the printing on the jacket toward the left, which brings the red paper at the top. This label is marked with the number, price, date of receipt and quantity. If it is a staple number the saleswoman knows about how fast it will sell. She accordingly sets aside a certain number as reserve stock. These go to the right of the record whose jacket bears the red label. The stock to sell from goes to the left of this labeled record. When a salesperson comes to the record with the red seal she knows it is time to order new stock and a memo of this is given the buyer, thus preventing the disappointing of customers.

Records Over the Telephone

The Lion Store, Toledo, Ohio, has adopted a

plan for increasing the sale of records which has been in vogue for some time by several Western merchants. This is the announcement of "Hear Victor Records Over Your Own Telephone." The arrangements which preceded the appearance of the advertisements consisted of the installation of a special private telephone in one of the store's record booths and a special transmitter attachment which intensified the sound emitted from the sound chamber of the Victrola. The arrangement enabled one to sit in his own home and hear the newest records played. During the cold and dreary season this telephone line was especially profitable, as stores kept indoors by the bad weather wanted new music to entertain them and, while they would not buck the storm to go to the store, when they found they could get a line on the newest music over the 'phone they were quick to take advantage of it. Orders are taken over the 'phone, likewise, for any records it is desired to have sent out, and these are either charged or conveyed by mail. With the record supplements sent out each month is enclosed a sticker bearing the number of the private concert telephone of the store, with the request that this be pasted in the telephone book. The telephone business is growing constantly and the store has a list of people who have requested that they be called each time the new records are received.

Music Firms Feature the Joy of Music

Cooperative advertising is becoming more popular all the time and now a sextette of the leading music houses of New Orleans have combined to get "the joy of music" before the public. Just prior to the holidays they took an entire page in the local papers and adorned it

with a classic poem by Paul Verlaine, "Greenish dancing raindrops." The advertisement appeared in heavy lettering, "The Joy," and the separate record lists included well-known names: The Gramophone Co., Victor Records, Inc., The Brunswick Co., The Columbia Co., D. H. Holmes Co., Inc., and the Piano Co. The balance of the advertisement to what the great men thought of it.

The Greeks developed a philosophy which never equaled in any age. It was how to get the most out of life, to find the greatest real pleasure from temporary pain. Plato and Aristotle produced a message as simple as that of the spring of cheerfulness. Great men through the ages have expressed this thought. Shakespeare, Milton, Bacon, Lincoln, S. F. W. and Emerson all have the same message.

Are you profiting from the music? Are you filling your own home with music? Do not delay! Buy a phonograph, have a hymn, an opera, a string quartet, a simple ballad always available."

NEW QUARTERS IN COLUMBUS, IND.

COLUMBUS, IND., December 31.—The Furniture Co. have moved their talking machine department to 111 West Sixth and Washington streets, having secured the agency for the Brunswick product.

The manufacturer who is looking to the public through the retail trade should establish a policy that brings business

1921 Victor Business Forecast

It is due to the foresight and wisdom of the wonderfully efficient organization of the Victor Talking Machine Company that every Victor Retailer can look forward to the year Nineteen Twenty-one as reaching another point in advanced sales for the Victor products.

Perfection in manufacturing, backed by the most wonderful advertising, with a constant, gradual increased production, has made the Victor business grow larger every year. Victor Retailers have every confidence in Victor products because they know these facts.

Thanks to you, Victor Retailers, for putting your energy and your money into improved Victor establishments. We know the year Nineteen Twenty-one will show just as much increase in sales over Nineteen Twenty as Nineteen Twenty did over Nineteen Nineteen.

Do not be affected by conditions which are affecting other industries. Put your shoulder to the wheel! Your Victor business is bound to increase.

Knickerbocker Talking Machine Co.

ABRAM DAVEGA, Vice-Pres.

KNICKERBOCKER TALKING MACHINE CO.

Metropolitan Victor Wholesalers

138 West 124th Street

New York

Gennett RECORDS

"The difference is in the tone"



for a Happy New Year and new record delights, hear the new
GENNETT RECORDS

4648—Dorothy—Fox Trot—Katherine's Orchestra
For One Ounce of Three—Charles Q. Jones—\$.85
4649—My Home Town is a One Horse Town—The Hill
A—Unpublished—Orchestra Accompaniment
Palestina—Fox Trot—Tenor Soloist—H. A. \$1.00
4650—Nice to Get Up in the Morning—Händler
The Organella—Piano—Piano—Gordon—Soloist—Händler
\$1.00
4651—What Will You Do With Jesus?—The Hill
Soloist—Händler—Orchestra Solo
Händler—Soloist—Händler—Orchestra Solo
\$1.00
4652—The Hula Hula—Soloist
Soloist—Händler—Orchestra Solo
\$.85

4649—Broadway Rose—Soloist—Händler—Orchestra Solo
Rose of My Heart—Ernest Davis—Tenor—Orchestra Solo
\$.85
2508—One Day Nearer Home—The Hill
Soloist—Händler—Orchestra Solo
The Ninety and Nine—Robert Carr—Soloist—Händler
Accompaniment \$1.25
2509—Grande-Overture "1812"—Part I—Händler
Grande-Overture "1812"—Part II—Händler
His Majesty's Swiss Guards Band \$1.25
2510—Selections from Faust—Part I—Händler
Selections from Faust—Part II—Händler
His Majesty's Swiss Guards Band \$1.25
4647—Feather Your Nest—Fox Trot—Jose, H. Kirsch's Wa
Soloist—Händler—Orchestra Solo
I Love the Land of Old Black Joe—Medley—Soloist
Händler—Soloist—Händler—Orchestra Solo \$.85

Make your New Year's resolutions on the January list, at any Starr dealer.

THE STARR PIANO COMPANY, Richmond, Indiana

CHICAGO • LOS ANGELES • BIRMINGHAM • DETROIT • CINCINNATI
INDIANAPOLIS • JACKSONVILLE • LONDON, CANADA

Thousands of people in your territory are taking piano lessons. Every one of them ought to hear the great Josef Hofmann play Chopin's "Fantaisie Impromptu" and Liszt's "The Rustling of the Woods". A-6174

Columbia Graphophone Co.
NEW YORK



BRINGS SUIT OVER THE USE OF THE NAME "EMERSON"

Emerson Piano Co. Seeks to Have Emerson Phonograph Co. Restrained From Using Name "Emerson" on Phonographs—Defendant Files Answer and Makes General Denial

The Emerson Piano Co., as a corporation under the laws of Illinois, and with its principal place of business in Boston, Mass., recently filed a bill of complaint in the United States District Court, Southern District of New York, against the Emerson Phonograph Co., Inc., a New York corporation asking that the court restrain the latter concern from further use of the name "Emerson" in connection with the manufacture and sale of musical instruments, particularly phonographs and records, and also to order an accounting of profits and the payment of damages.

In its complaint the Emerson Piano Co. declares that that company and its predecessors have since 1849 been engaged in the manufacture and sale of musical instruments, particularly pianos under the trade-mark "Emerson," and have spent large sums in advertising that name. The complaint recites the history of the Emerson Piano Co.'s business up to the present time and sets forth that the company has not been confined to the manufacture of one type of musical instrument, but has made an instrument of the player-piano type bearing the name "Emerson Angelus," and on or about December 1, 1919, extended its business to include the manufacture of phonographs bearing the trade name "Emerson."

The complaint goes on to say: "For the purpose of informing the public of the plaintiff's rights in the premises and in order that the plaintiff's rights might be made clear and certain the plaintiff has caused the said trade-mark to be registered according to the statutes of the United States, to wit, Certificate No. 53,383, registered the 5th day of June, 1908."

"And the plaintiff has more recently, to wit, on or about December 6, 1919, made application to the United States Patent Office for the registration of its lawful trade-mark, 'Emerson,' for musical instruments, as applied specifically to sound reproducing instruments or phonographs. And the plaintiff further says that during the latter part of July, 1920, it learned for the first time that an opposition to its said application had been entered by this defendant in the United States Patent Office, in which, without shadow of right or basis in law, the defendant herein opposed the granting of the plaintiff's said application, that plaintiff has duly answered in said opposition proceeding, and said proceeding is pending in the United States Patent Office."

The complaint goes on to declare that because of the reputation and quality of the plaintiff's goods, all musical instruments stamped or marked with the plaintiff's trade-mark, "Emerson," have been, and are, highly esteemed by dealers and purchasers and are selected and purchased at high prices in preference to other goods. It declares that the plaintiff's ownership of the trade-mark "Emerson" as applied to

musical instruments is of great value and profit, approximately many thousands of dollars. It is further averred that the trade-mark "Emerson" has been universally known and recognized as indicating that goods bearing such trade-mark were the product of the plaintiff, and said trade-mark has become and is, valuable property right of the plaintiff and a protection to purchasers of musical instruments made by the plaintiff, and that the word "Emerson" has become and is, the exclusive property of the plaintiff as applied to musical instruments, and that the plaintiff is entitled to the sole and exclusive use and benefit thereof and that the plaintiff is entitled to recover for damages, or profits, which have resulted, or accrued, from the infringement of the plaintiff's rights hereinafter set forth.

The plaintiff declares that notice in writing of its trade-mark rights in the word "Emerson" was given to the defendant on or about February 19, 1920.

In its reply to the bill of complaint, the Emerson Phonograph Co., Inc., enters a general denial, declares that this corporation was organized and has been conducted under the leadership of Victor H. Emerson "a nationally known and recognized genius and figure in the phonograph industry" and that since the date of the

company's organization in 1915, it has been actively engaged in manufacturing and selling phonographs and records, and has spent large sums in advertising the trade mark Emerson under which its goods have been uninterruptedly sold up to the present time in interstate commerce throughout the United States and foreign countries. The answer also declares that "Emerson records and Emerson phonographs are known from one end of this country to the other, and constitute in the public mind throughout the United States one of the leading branches of this industry." * * * The word "Emerson" in the phonograph industry is today recognized and known as indicating as the source and origin of phonograph goods the Emerson Phonograph Co. and no one else."

The defendant calls attention to the fact that the right of the Emerson Phonograph Co. to manufacture its phonograph records in spite of the apparent monopoly of the Jones patent was upheld by the court in 1916.

In closing its answer the defendant company, a firm, prays that the Emerson Piano Co. may be enjoined and may be ordered to account and also that damages be assessed.

NYTROLA IS NAME OF NEW MACHINE

A new talking machine known as the Nytrola is being manufactured by the T. & H. Specialty Co. of Charleston, W. Va. The capacity of the present plant is said to be twenty machines a day.

Profits Depend On Sales

A very definite policy of the C. C. Mellor Company is to lend every assistance within reason for stimulating their customers' sales of Victrolas and Victor records. :: :: :: ::

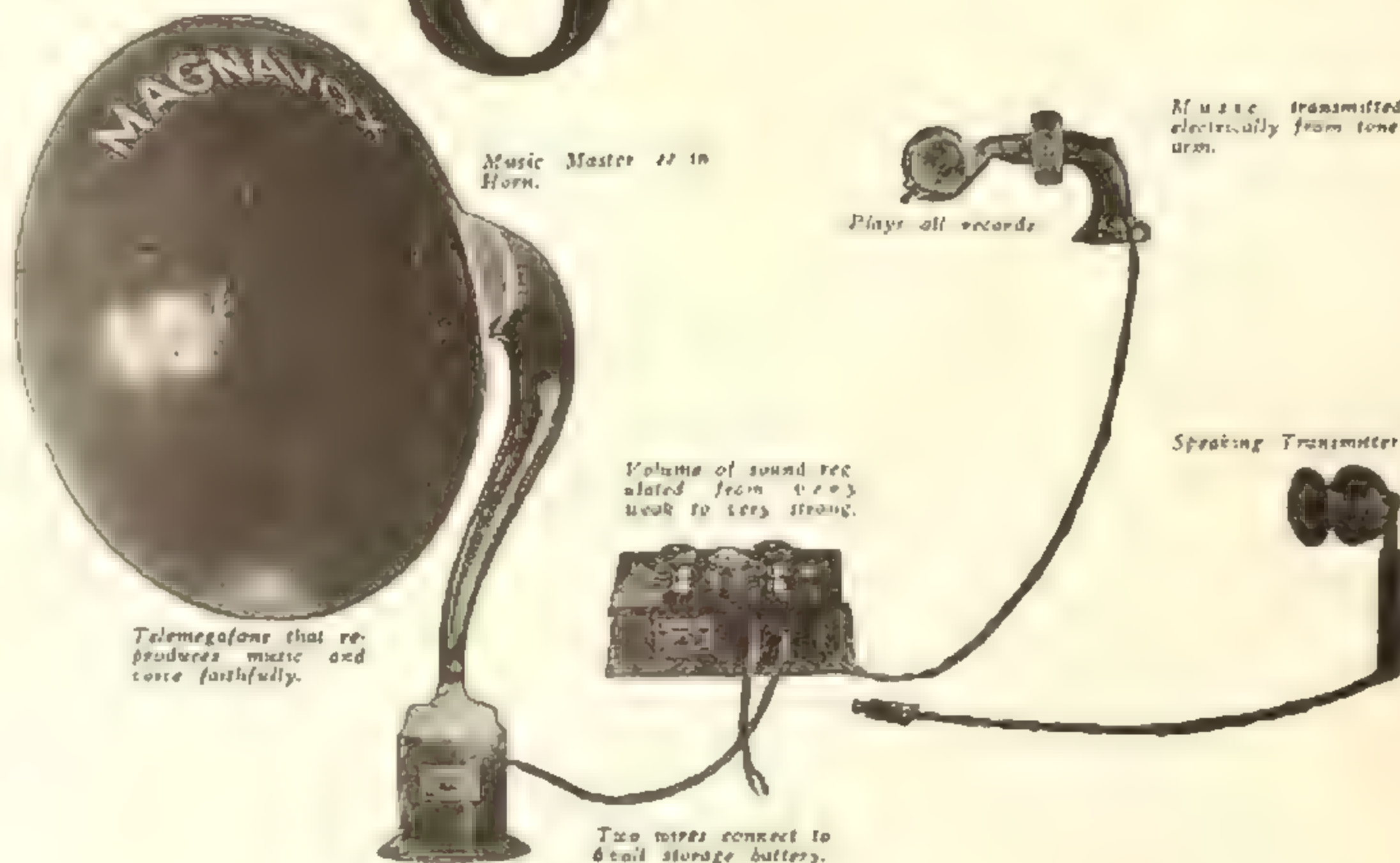
C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.

\$5.⁰⁰ for Every New Use Suggested
for the

Magnavox



YOU know what the Magnavox does—so magnifies the voice or sounds from a phonograph record or any other source that every word or note can be heard by a vast audience whether in an auditorium or outdoors. Or the sound can be modified at will to a mere whisper.

We're finding new uses for this instrument every day, but we want a lot more.

You may know some new ones. Tell us and win \$5.00 for each one.

Below are listed a few suggestions, to serve as suggestions. Each person to register a use, as yet unregistered, will receive \$5.00.

The big profit selling this instrument and the big profits use seems unlimited.

A few uses suggested for the Magnavox:

For Concerts and Entertainments
For Lectures and Public Speakers
For Playgrounds
On Shipboard
On Recreation Piers
To take place of Band or Orchestra
For Dances
For Church Entertainments
For Social Gatherings
Calling between Departments
For Shop Keepers to attract attention to their Stores
To demonstrate Records
For Beaches
For Skating Rinks
For Fairs and Exhibitions
For Train and Open Air Announcements
Y. M. C. A.'s and Y. W. C. A.'s
For Schools
As a Megaphone
For Contractors directing work on Buildings

Send for Bulletin 22520 which
tells all about the Magnavox

J. O. MORRIS CO., Inc.

Distributors for New York and New England

1270 Broadway, New York City

SIMPLICITY IN WINDOW DISPLAY

Concentration on a Single Subject, a Machine or Record, Brings Most Successful Results—An Illustration Worth Noting

A practical illustration of the fact that the better equipped a window display is, the more effective it is, is shown in the illustration of a window display for a record. The display is simple, clean, and effective, and is a good example of the kind of window display that will bring the best results.

It is a fact that the best window displays are those that are simple, clean, and effective. They are those that are easy to see, and that are easy to understand. They are those that are easy to remember, and that are easy to buy.

Most window displays are made up of a number of different parts. They are made up of a number of different parts, and they are made up of a number of different parts. They are made up of a number of different parts, and they are made up of a number of different parts.

A photograph of a window display for a record is shown in the illustration. The display is simple, clean, and effective. It is a good example of the kind of window display that will bring the best results.

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BRILLIANTONE CO.'S SOUVENIR

Among the most attractive and useful of the gifts presented by the Brilliantone Co. is the Brilliantone Co. Souvenir. This souvenir is a small, portable, and useful device that can be used in a number of different ways. It is a good example of the kind of gift that will be appreciated by everyone.

Your Problem Is Ours

Good Profits (to you)

+ Good Service (to your customers)

Answer: **TONAR RECORD BRUSHES**

(Trade Mark)



Have we solved the above problem correctly?

Write to-day for prices and sample and see for yourself

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.
Southern Representatives: I. W. Becker & Co., 226 Peachtree St., Atlanta, Ga.

WOMEN SUCCEED IN MUSIC STORES

Bring Best Results in Selling Music Says Prominent Woman Writer—Talking Machine Demonstration Needs Feminine Touch

A woman who has been successful in selling music in a store for many years, says that the best results are obtained when a woman is in charge of the music department. She says that a woman has a better understanding of the needs of the customer, and that she is able to sell more effectively than a man.

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CLOSE EMERSON CANADIAN BRANCH

Frockdale, Ont. Investors Will Have Money Invested Returned to Them According to Statement Issued by the Local Board of Trade

The Emerson Canadian branch in Frockdale, Ont., has been closed, and the investors will have their money returned to them. The local board of trade has issued a statement to this effect. The branch was closed because of financial difficulties, and the investors will be able to get their money back.

URGES ETHICS IN BUSINESS

Commissioner Murdock Places Inviolability of Contract First

Business men in the nation are urged to follow the principles of ethics in business. Commissioner Murdock places the inviolability of a contract first, and urges that all business men should follow this principle.

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CHAUTAUQUA PHONO. CO. FORMED

The Chautauqua Phonograph Co. has been formed, and will begin operations in the near future. The company will be engaged in the manufacture and sale of phonographs and records.



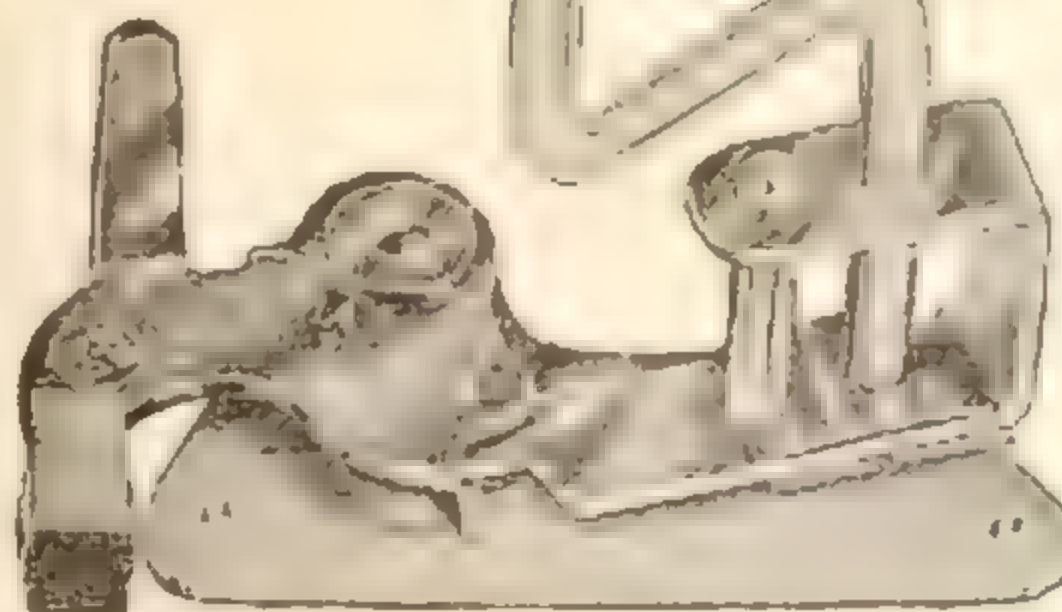
AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

Kirkman Engineering Corporation

484-490 Broome St., New York



How Best to Protect Musical Instrument Designs by Means of Patents :: :: By Waldon Fawcett

In a special article in *The Music Trade Review* recently, Waldon Fawcett, of Washington, called attention to the inclination of various concerns to secure what are known as "design patents" on their products in order to prevent competitors from copying various popular models of musical instruments at the expense of the inventors.

In discussing this important question Mr. Fawcett says in part:

"That the music industries are but just awakening to the importance of protecting distinctive cases, cabinets, bodies, etc., against intentional or unintentional imitation, is shown in the fact that they have taken out, at the same time, patents covering their entire range of models. As an illustration, one among many, we find a Chicago manufacturer of phonographs taking out, only a few weeks ago, a battery of patents covering the ornamental designs of his firm's respective sound-reproducing cabinets—period models as well as new contributions to the category of uprightness. Many firms in the trade, not content with isolating their ensemble designs, have taken out patents on grilles, tone control devices and other details.

"As the patenting of the designs of musical instruments grows more general in the industry, we may expect that such evidence of originality of conception will be more extensively played up as a 'talking point'. The term 'patented' has long been a word to conjure with in the music trades, as in other commercial and industrial fields, but heretofore music tradesmen in seeking the protection of patents have usually had reference to mechanical patents.

When you stop to realize it, though, the design patent comes closer to the elements of salesmanship than its mechanical counterpart. Upon the latter may depend something of the service that an instrument will give its owner, and something of its tone, perhaps, but design patents give the measure of the appearance of an instrument and every purchaser of musical wares knows that 'appearances count'.

"Some skeptics in music trade circles have re-

mained there must be a new appearance created by inventive process and serving the purpose of embellishment. The umpires at Washington even undertake to draw a distinction between novelty and invention and it has on more than one occasion been held that minor differences or departures in the outline of a musical instrument case, such as might suggest themselves to any unskilled workman, could not be accepted as a basis for design patents.

One of the limitations of the design patent system is that which denies protection to fresh productions that are essentially nothing more than adaptations of old designs, long known in the art of the industry. Merit changes in size, color or material will not support a claim for a design patent, nor will a rearranging or rearrangement of devices and ornamental forms long known in the music industries unless, mayhap, the inventor has so completely disguised and re-figured the features of adornment that the effect produced is that of a new entrant.

"Judging from correspondence that has come to Washington from quarters within the trade, some musical instrument manufacturers and marketers have refrained from taking out design patents under the impression that the monopoly thus conferred can apply only to the ornamentation upon an article of manufacture rather than to the article of manufacture itself, as that article is manufactured and produced. It is not to thus narrowly appraise the scope of design patent protection. There are precedents aplenty to prove that design patents may be taken out on articles which have a useful mechanical function provided such articles also

Originality of Design Conception Will Be More Extensively Played Up as a "Talking Point" in the Future

remain lukewarm in the face of the new trend to design patenting because of a cynical belief that 'any old thing' can be made the subject of a design patent. In all fairness, the suspicion that there is no instance when 'imitation' is the prerequisite of a design patent is not justified. To be sure, design patents cover features of musical instruments that are ornamental rather than utilitarian, but it is not to win one of Uncle Sam's testimonials to origi-

NEW YEAR'S GREETINGS

There's Real Joy and Happiness in Every Package of
DE LUXE NEEDLES

What better New Year's Wish, therefore, could we suggest than that every Warehouse, Store and Home could share with our long list of satisfied customers the entire satisfaction and everlasting Happiness in the use of DE LUXE NEEDLES exclusively throughout the New Year 1921?

DON'T FORGET THESE FACTS

1. Perfect Reproduction of Tone
2. No Scratchy Surface Noise
3. Plays 100-200 Records



Full Tone



Medium Tone

DUO TONE COMPANY, Inc.

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Three for 30 cents

Liberal Discounts

Oké Records

BLUES! BLUES!

MAMIE



SMITH

AND HER JAZZ HOUNDS

4228	{	MEM'RIES OF YOU, MAMMY	-	Mamie Smith and Her Jazz Hounds
10 in. \$1.00		IF YOU DON'T WANT ME BLUES	-	Mamie Smith and Her Jazz Hounds
4194	{	THE ROAD IS ROCKY	- -	Mamie Smith and Her Jazz Hounds
10 in. \$1.00		FARE THEE HONEY BLUES	-	Mamie Smith and Her Jazz Hounds
4169	{	CRAZY BLUES	- - - -	Mamie Smith and Her Jazz Hounds
10 in. \$1.00		IT'S RIGHT HERE FOR YOU	-	Mamie Smith and Her Jazz Hounds
4113	{	THAT THING CALLED LOVE	- - - - -	Mamie Smith
10 in. \$1.00		YOU CAN'T KEEP A GOOD MAN DOWN	- - -	Mamie Smith

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.



make a pleasing impression on the eye. The Commissioner of Patents, in the same spirit ruled not long since that a design patent should not be refused simply because a device has moving parts.

"The attitude of the Federal courts in recent years, both as affecting medical instruments and other articles of commerce that are in some way the same relative position, is that protection may be invoked via a design patent for a new and original shape given to an article of manufacture, just as readily as for an ornamentation placed on the article, and that the 'appearance' of an article is one the less patentable because a mechanical function is involved."

Some disappointment has been occasioned now and then to music industry interests by the fact that the protection of design patents cannot be invoked for what is known as the 'internal structure' of an article, as for illustration a hidden part of a piano or player. Inasmuch, though, as the whole basis of a design patent is the appearance of the article, the effect on the mind through the eye—its form, type and feature of interior construction should be considered the shelter of a design patent. There have been instances in which design patents have been denied for articles of some complexity on the ground that it is too much to expect that an article that is covered up or used in an obscure manner should possess any high degree of artistic excellence. However, all such cases are considered individually and just as in other countries a border line case is often discussed in a manner that spreads the blanket of a design patent over features that at casual glance might not seem susceptible of such embellishment.

In view of the fact that in the music trade the differences between patented designs are apt to be matters of detail, it is highly important that in the most recent pronouncement on the subject of design by a Federal court of appeals the principle was laid down that when it comes to ascertaining what is a distinguishable identity of appearance, it is to be borne in mind that the persons liable to be deceived are not experts but ordinary observers giving such attention to the matter as purchasers usually give. If the effect produced upon the eye is the same, the court puts it, no argument is established. Broadly speaking, the tendency seems to be toward more rather than less protection than formerly under a design patent."

Tell your prospect why he should buy. Don't ask why he doesn't.

MISS MORRISEY MARRIES

Prominent Edison Star Becomes Bride of Roy J. Keith, Also Well Known in the Trade

Marie Morrissey, the popular contralto and widely-known Edison artist, was married on December 21 to Roy J. Keith, formerly vice-president of the New York and Chicago Talking Machine Co. Mr. Keith is now vice-president of the Curtis Candy Manufacturing Co., of Chicago.



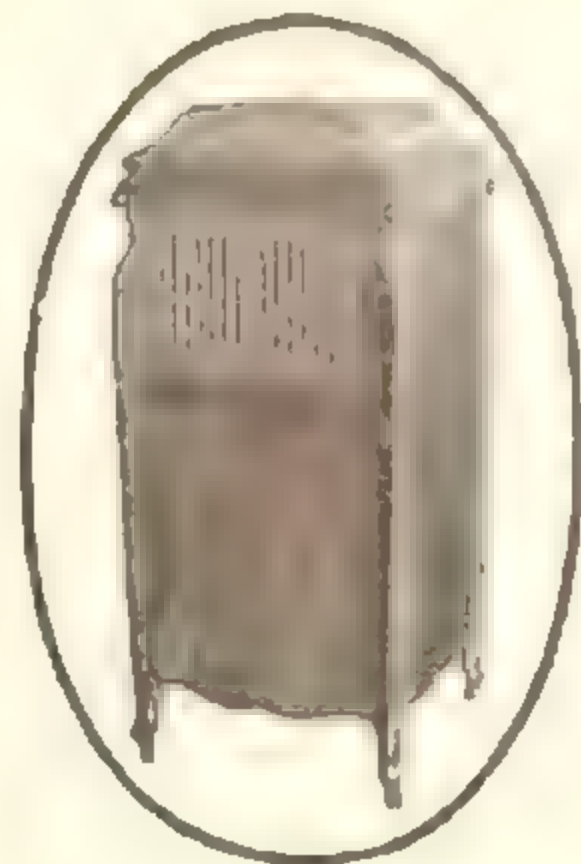
Miss Marie Morrissey

Miss Morrissey is one of the most popular of Edison artists, both with Edison phonograph owners and Edison dealers, and it is felt that they all join in the hearty congratulations and best wishes here extended. She was the first Edison artist to take up regular tone test rental work and go on tour, and she has just completed a six weeks' tour through the Middle West. The couple will spend their honeymoon in Honolulu and California, and on their return will make Chicago their home. Miss Morrissey will not abandon the concert field.

TALKER TO ANSWER TELEPHONE

When you are expecting a friend to call you on the phone and you are unexpectedly called away, you may leave a message for him on a record, according to the story of a new device perfected by E. L. Grauel, one of the engineers of the Automatic Telephone Co., and explained by him at a recent meeting of the members of the Chamber of Commerce in Philadelphia.

Now is the time to consider results in terms of what it costs to produce them.



BLANDIN

BLANDIN owners are ever increasing. When you *compare* Blandin reproduction, you will understand why no other phonograph will entirely satisfy you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

Hear
a Piano
Record
on the
Blandin

FINGER NAIL REPRODUCES SOUND

Some owners of talking machines have discovered that the finger nail possesses the properties for reproducing music from the record grooves. It has been found that if the finger nail is sharpened slightly so that it will fit into the grooves of the record a faint reproduction will be heard as soon as the record revolves. Although the volume of sound is very small the reproduction is very clear and the words of a song may be distinguished with ease. Strange to say, if a needle is held between the finger and no sound is heard. This story is being extravagantly "played up" in the daily papers.

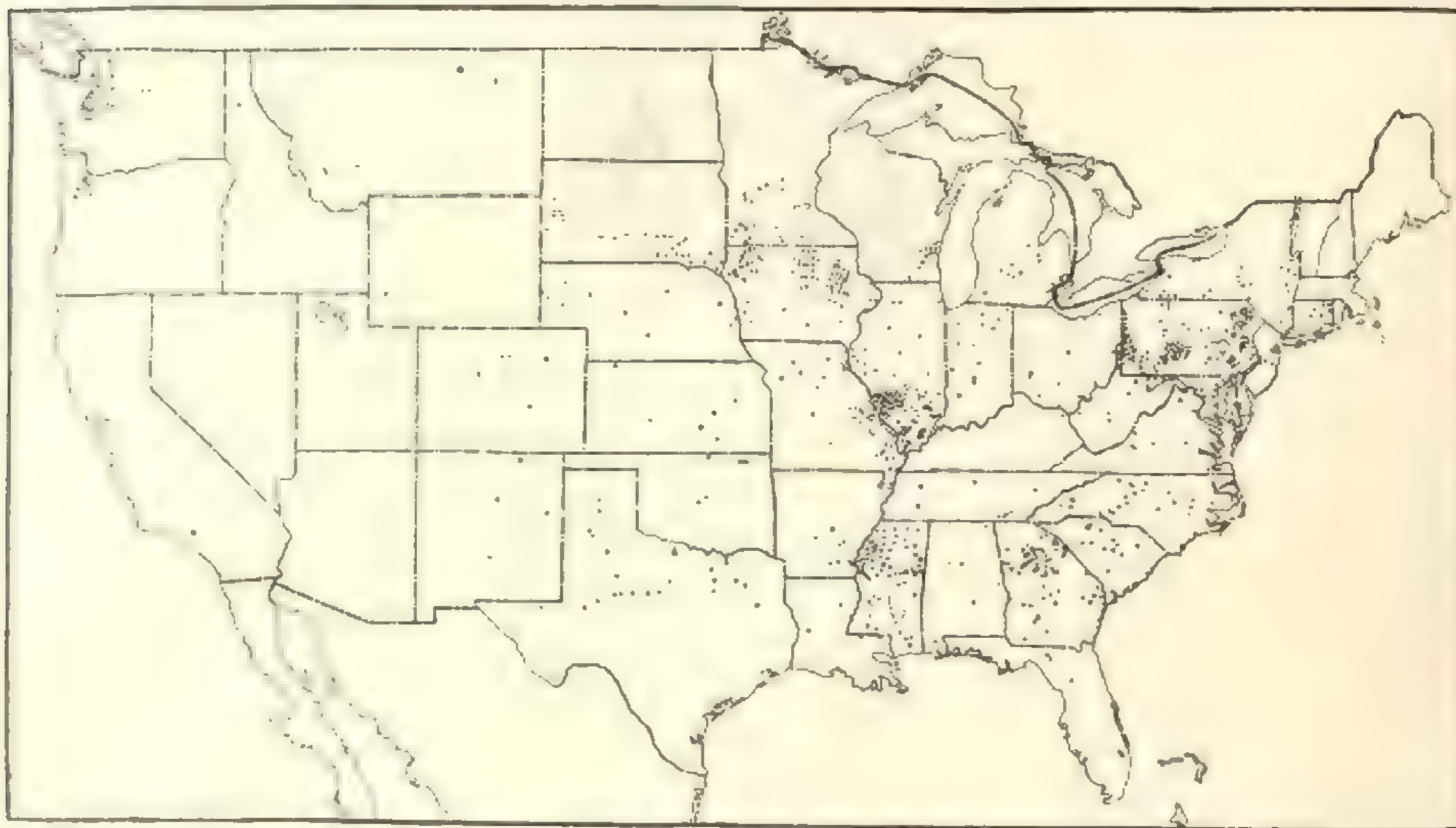
Stopping advertising in order to save money is like letting the bearings of your automobile run dry to save oil.

REYNOLDS
- MOBILE ALABAMA -
VICTOR VICTROLAS
VICTOR RECORDS
SERVING VICTOR DEALERS
IN
'ALABAMA'
MISSISSIPPI
FLORIDA'

The
SERENADO
TRADE MARK
SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

ORGANIZATIONS ARE BUILT ON SERVICE



THE PROOF OF SERVICE IS AN ORGANIZATION

There is a dealer under contract for the sale of The Serenado at each point shown on the map.

Some of those dealers are large, some of them are operating in a small way but each and every one of them contracted with us because The Serenado was recognized as standard and of high quality and our effective co-operation and the low prices made possible by our merchandising methods were desired.

They are continuing with us for the same reasons.

As states are opened the better class of dealers are taking on the line—isn't that a guarantee of service rendered?

SERENADO MFG. CO.
CEDAR RAPIDS, IOWA

All the World's Artists play and sing their best
for the Audience of The Serenado

BRINGING MUSICAL APPRECIATION TO THE PUBLIC SCHOOLS

Interesting Details Showing How Fourteen Schools in Cicero, Ill., Are Utilizing the Grafonola as a Factor in Augmenting Musical Knowledge—A Story of Real Progress

Cicero, Ill., a city of over 45,000, the largest in Cook County except Chicago, with a school enrollment of 7,000, has recently demonstrated a great appreciation of the place music reserves in its public schools and of the ability of the Columbia Grafonola, in particular, to bring to the scholars in Cicero the message of music. The School Board could not provide the

for this fine piece of work goes primarily to the children of these schools but some of it must be shared with Miss Genevieve Quealy, Chicago representative of the educational department of the Columbia Graphophone Co., and some to E. Linke, of the Chicago sales force, and to Justin Bros., the Columbia dealer in Cicero. The schools in Cicero which are now equip-

memory and athletic contests with public spirited citizens offering money prizes and with to purchase an instrument. The more schools are thrown on their own resources to provide money for the purchase of talking machines, the more School Boards will wake up to their obligation to provide all schools with the needed equipment.

BRUNSWICK STORE IN HOLLYWOOD

Reed & Rudy have opened a new line of store in Hollywood, Cal., located at 6211 Hollywood



Fourteen Schools of Cicero, Ill., find at the time. Therefore the scholars took matters in their own hands and raised the money. Each school formed its own unit, entered into a campaign to collect old papers and newspapers and with the proceeds of the sales from these bought their Grafonolas.

Not a school heretofore had an instrument. Now each of the fourteen schools in Cicero has a Columbia Grafonola, bought and paid for outright by the pupils of each school. Credit

Where Columbia Grafonolas Have Been Installed Through the Efforts of Pupils pool with Grafonolas are as follows: Woodbine, Morton Park, Drexel, Goodwin Clyde, Cicero, Sherlock, McKinley, Woodrow Wilson, Roosevelt, John Paul Jones, Burnham, Hawthorne, Columbus and I. H. Sterling Morton High School.

There are other ways that may be suggested to the schools for raising funds with which to purchase talking machines, such as cake and candy sales, suppers and fairs, essay, music

wood boulevard. All models of the Brunswick are shown in the attractive display rooms, which are finished in royal blue and ivory.

O. S. Grove has opened a new talking machine store at 517 Thirteenth street, Oakland, Cal., where the Aeolian Vocalion line will be featured under the management of H. Murphy, formerly manager of the City of Paris phonograph department.



Superior Service 7 High-class Models

IN FOUR FINISHES POPULAR PRICED \$105 to \$350
BIG INDUCEMENTS to a LIVE DEALER—PLAYS ALL DISC RECORDS. Machines in Transit, same day ORDER RECEIVED

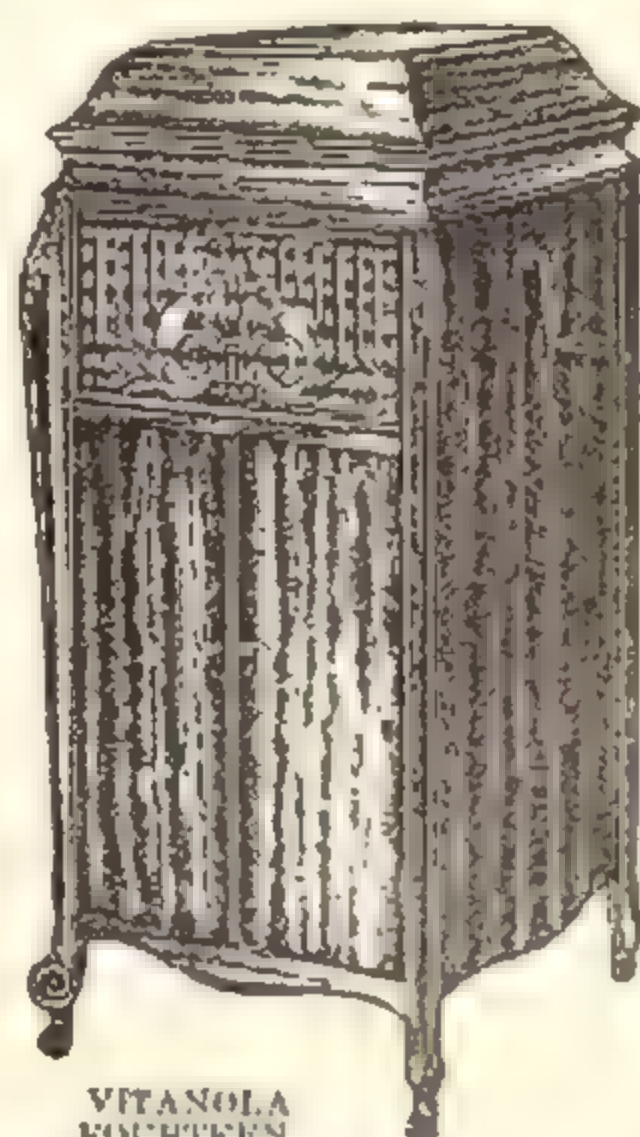
Write for Agency

Eastern Penna., New Jersey, Delaware and Maryland
Ask about the TONOFONE NEEDLE, the wonder of the age.
Large profits and constant demand.

VITANOLA DISTRIBUTORS CO.

1025 ARCH STREET

PHILADELPHIA, PA.



Arietta
Model II

Arietta Model I

Arietta
Model III

Immediate Delivery!

NO HEAVY INVESTMENT in machines to protect yourself—no loss of sales during the busy season because of shortages. You can order as many ARIETTAS as you need now and get IMMEDIATE DELIVERY on future orders, as you need them. In other words—

The Machines You Want, When You Want Them!

And ARIETTA Prices Are RIGHT!

ARIETTA HAS EVERYTHING your most exacting customer can ask for—sweetness of tone, beauty of design, quality of materials and workmanship—and the prices are right!

That's the reason ARIETTA is putting new life in dormant phonograph departments—it represents the kind of value people are demanding nowadays—and it nets you a satisfying profit.

At least, investigate the ARIETTA proposition. Fill in and mail the coupon and get our exclusive agency offer by return mail. Do it NOW!

Arietta
Model IV

Emerson Records

We are wholesale distributors. Write for list of latest releases. Quick service!

Rountree Corporation

Manufacturers
Richmond, Va.

A DEBUT IN AMERICA

But well known all over the world

ODEON and FONOTIPIA RECORDS

make their first bow to the American Trade

AMERICAN and COMPLETE INTERNATIONAL REPERTOIRES
RECORDED IN THE COUNTRIES OF ORIGIN

ONLY THE VERY BEST SELECTED
FROM OUR VAST REPERTOIRES

ENGLISH—FRENCH—ITALIAN—SPANISH—GERMAN—
DUTCH—SCANDINAVIAN—RUSSIAN—POLISH—BOHEMIAN—
SERBIAN—HUNGARIAN—TURKISH—ARABIC—CHINESE—
GRECIAN—HEBREW—YIDDISH—SLOVENISH—
ROUMANIAN—SYRIAN

THE ARTISTIC RECORDINGS COMPRISE
SELECTIONS BY THE MOST FAMOUS ARTISTS

SINGLE
SPRING
MOTORS

Distributors Will Appreciate Our Proposition

POPULAR
PRICED
TABLE
PHONOGRAPHS

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK

Granby Phonographs Are Selling Today In Spite of the So-Called Depression

FIFTEEN to twenty sales daily in towns of from 10,000 to 60,000 population prove Granby's contention that business is what you make it.

And so strong is our faith in this contention that we are going to prove it to every dealer who is not so steeped in pessimism that he is blind to opportunity.

**WE WILL SELL HIS CONSIGNMENT OF GRANBY
PHONOGRAPHS AND FINANCE THE DEAL FOR HIM**

What is the use of grumbling and growling over business conditions? Wake up and make business conditions what you want them to be.

Write or wire us today for details.

GRANBY PHONOGRAPH CORPORATION
N O R F O L K - V I R G I N I A
.. Factory - Newport News..

The two big song hits of the Ziegfeld Follies of 1920 are "I've Got the Blues for My Kentucky Home" and "Marimba." Van and Schenck make a doubly popular record by singing one of these songs on each side. Order big. A-3336

**Columbia Graphophone Co.
NEW YORK**



REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dolan

Adjustments That Make Sales

After the rush of holiday buying is over a great help to future sales will be found in having your salesman call on a number of those customers to whom you have sold machines within the past few years, with the idea of looking over their machines to see if they are in correct playing condition. There are a great many little minor adjustments that can be made which would not only be appreciated by the machine owner, but would also help greatly in selling more records.

Probably the greatest fault found with the average machine is in the speed adjustment. The machine is almost always found to run either too fast or too slow. The record, recorded at seventy-eight revolutions per minute, must be reproduced at that speed to insure proper time for dancing or proper pitch for the voice or instrument. On all machines, no matter of what make, will be found some method of changing the speed of the motor. Look to this point first and make the adjustment, counting the speed of the turntable by placing a small piece of white paper between a record and the turntable, start the motor running, and then counting seventy-eight revolutions of the paper to the minute.

Once the speed is adjusted correctly it is an easy matter to play over a record to see if the sound box is in proper adjustment. If it should squeak or make a buzzing sound take a small powder's screwdriver and try tightening up the needle arm adjustment screws, and then see if the wax played at the junction of the needle arm and inner diaphragm is not cracked or off entirely. If it is simply cracked hold the flame of a match near enough to it to melt the wax so that it will run together evenly, or if off entirely put on some new wax.

The motor board can be taken out of the machine so that the motor can be oiled at the proper place and vaseline put on the governor and turntable spindle spirals. If the condition of the motor is such that it must be sent to your repair shop the matter, of course, can be taken up at once with the owner. After a thorough inspection and adjustment the customer is assured that the machine is again in first-class condition and this can be depended upon to awaken new interest in its owner to the point of purchasing some of the latest records (have latest catalogs handy) merely as an appreciation of the foresight of the dealer who has taken enough interest in him to see that he was getting the best results possible from the machine.

The wise manager knows the channels of distribution as a pilot knows the rocks and the harbors.

NOVEL IDEA IN EDISON ADVERTISING

In the Edison national advertising for February, advance proofs of which have just been sent to Edison dealers, the public is invited to join with Thomas A. Edison in an experiment, the purpose of which is to ascertain and classify the effects of music on the minds and moods of mankind.

Its readers will be invited to analyze their own mental reactions to music either in their homes or at an Edison dealer's store, the only necessary appointments being an Edison phonograph, a number of Edison Re-Creations and a specially prepared chart upon which the various mood changes may be recorded.

William J. Burns, head of the Wm. J. Burns International Detective Agency, the first man to fill out the "Mood Change Chart," will be shown in the advertising analyzing his own mental reactions, as well as a photographic reproduction of the chart filled out by him and showing the results of his analysis.

NEW VICTOR SALES HELPS

Several Very Valuable Aids for the Retail Victor Dealer Just Off the Press

The Victor Talking Machine Co. has just issued a splendid budget of sales helps which emphasize its desire to help the dealer to achieve greater results in a business way. This literature includes the regular January supplement as well as supplements for the same month in the following languages: Bohemian, Greek, Hebrew (Yiddish), Hungarian, Italian, Lithuanian, Mexican, Norwegian, Polish, Portuguese, Rumanian, Russian and Swedish as well as proofs of ready-made advertisements.

ADVERTISING RESPONSIBILITY

What you advertise you "say to the world" responsibility is correspondingly great and the consequences are in proportion—From a bulletin of the Dallas Music Industries Association.

"LIBROLA"

A Library Table PHONOGRAPH

Dealers can complete their line with this high-class instrument which appeals to the best clientele.

Progressive dealers everywhere are developing a prestige building, profitable business with the "Librola." Write for prices and open territory.

**Immediate
Deliveries**



No. 250T. Patent applied for. Price \$125 Net
48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut
All flat surfaces veneered, all others solid Mahogany
or Walnut

We are ready to make immediate
deliveries. Send in your orders today.

**SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK**

\$13,624,121 IN TAXES FROM TRADE

Government Report Shows Great Income From Music Industry as a Result of Excise Taxes—500 Per Cent Gain Over Preceding Year

Washington, D. C., January 5. According to the annual report of the Commissioner of Internal Revenue for the year ending June 30, 1920, the music industry paid excise taxes of pianos, player-pianos, talking machines, records, music rolls, etc., a total of \$13,624,121.46 on the basis of five per cent of the manufacturer's selling price. The tax represents payment on a total business during the year of \$272,482,429.20.

The figures in the latest report represent an increase of about 500 per cent over the revenue realized from the industry during the preceding year, when the total was only \$2,283,245.97, the tax being at the rate of only three per cent and then only on specified products.

It is believed that the figures given in the report should show an additional and convincing

argument in favor of the maintenance of the excise tax rate at the present standard instead of doubling it, as suggested by the Secretary of the Treasury. It is pointed out that increasing the tax to ten per cent would serve to cut down business and would not double the revenue as hoped, while on the other hand the music industry in proportion to its volume of business has done more than its share in financing the country, especially when it is considered that in addition to the excise taxes there must also be paid the usual excess profit taxes and other levies.

PIRAMIDA PHONO. CO. ORGANIZED

The Piramida Phonograph Co., Brooklyn, N. Y., has been incorporated with a capital of \$20,000. The incorporators are G. B. Glover, N. Galperin and H. L. Williamson, 619 Eastern Parkway.

Generosity is best shown in a candid estimation of other men's virtues and good qualities.

LOPEZ SIGNS WITH COLUMBIA CO.

Famous Vaudeville Jazz Orchestra to Make Records for the Columbia Co. Exclusively

Vincent Lopez, the well-known pianist and his jazz orchestra known as "Lopez and His Harmony Kings," recently signed a two-year con-



Vincent Lopez

tract to record exclusively for the Columbia Graphophone Co. The musicians played seventy weeks on the Keith circuit with Pat Rooney in his "Rings of Smoke" and are said to be the highest paid band in vaudeville. During that time they played eight weeks at the Palace Theatre, New York. They will shortly open in Pat Rooney's new show "Oh, Pat!"

A BOOK FOR ADVERTISERS

Cram's Market Data Book and Directory of Class, Trade and Technical Papers, is just about ready for delivery. It lists all of the business publications of the United States and Canada, giving circulation, rates, size of type page, closing dates, in addition to a market analysis of each trade, profession and industry. It is published by G. D. Cram, Jr., 417 South Dearborn Street, Chicago.

FEDERAL ELECTRIC SIGN



"The Sign they Never Forget"

—Cuts the Cost of Getting New Customers

Every possible new customer who goes to a competitor represents so much profit loss—profit on the first sale as well as on all future sales.

If your place of business is lost in darkness, customers will continue to trade with your competitors.

Brighten up your store front—erect a Federal Electric Sign. It carries your message 24 hours a day and attracts business from a distance in each direction including cross streets. It cuts the cost of getting new customers. Made of porcelain enameled steel it cannot rot, rust or fade. Never needs refinishing. Costs only a few cents for electricity—no other expense. Tear off and mail coupon for full information, price and free sketch of Porcelain Enameled Sign for your business—no obligation.



Credit the Sign for that Lost Sale Job

Tear off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric), 8700 South State Street, Chicago, Ill.

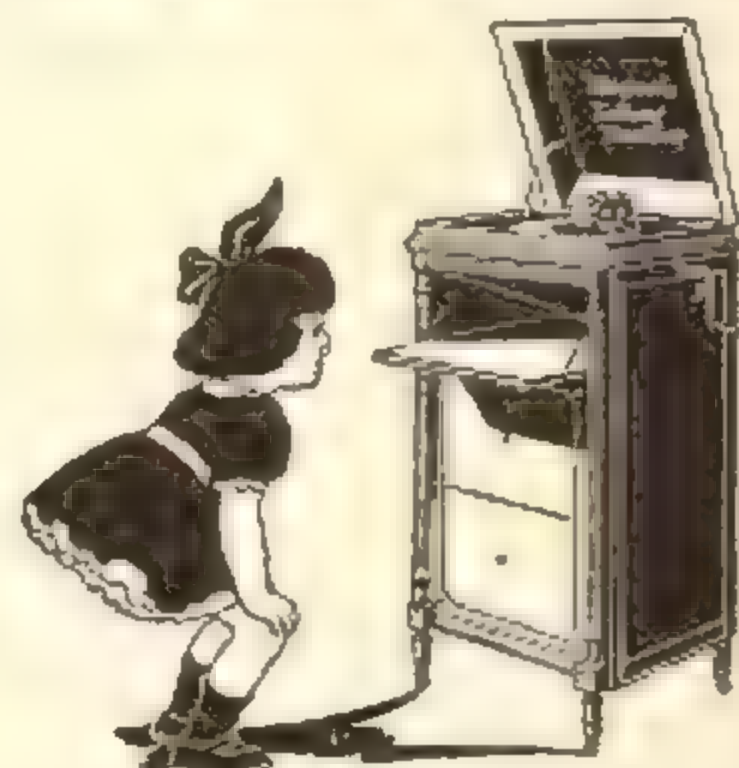
Please send me the descriptive literature and free sketch of a Porcelain enameled Steel Sign for my business. Explain your

Name _____ City _____ State _____
Street and No. _____ Business _____
Store Frontage _____ No. of Floors _____ T.N.W. 1

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsomely illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office: 211 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1330 CANDLER BLDG., ATLANTA, GA.

"Working" The Victor Talking Sign

We are tied up with them!

CHICAGO
Talking Machine Co.
112 N. Michigan Av.

Victor Wholes



Overtime!"

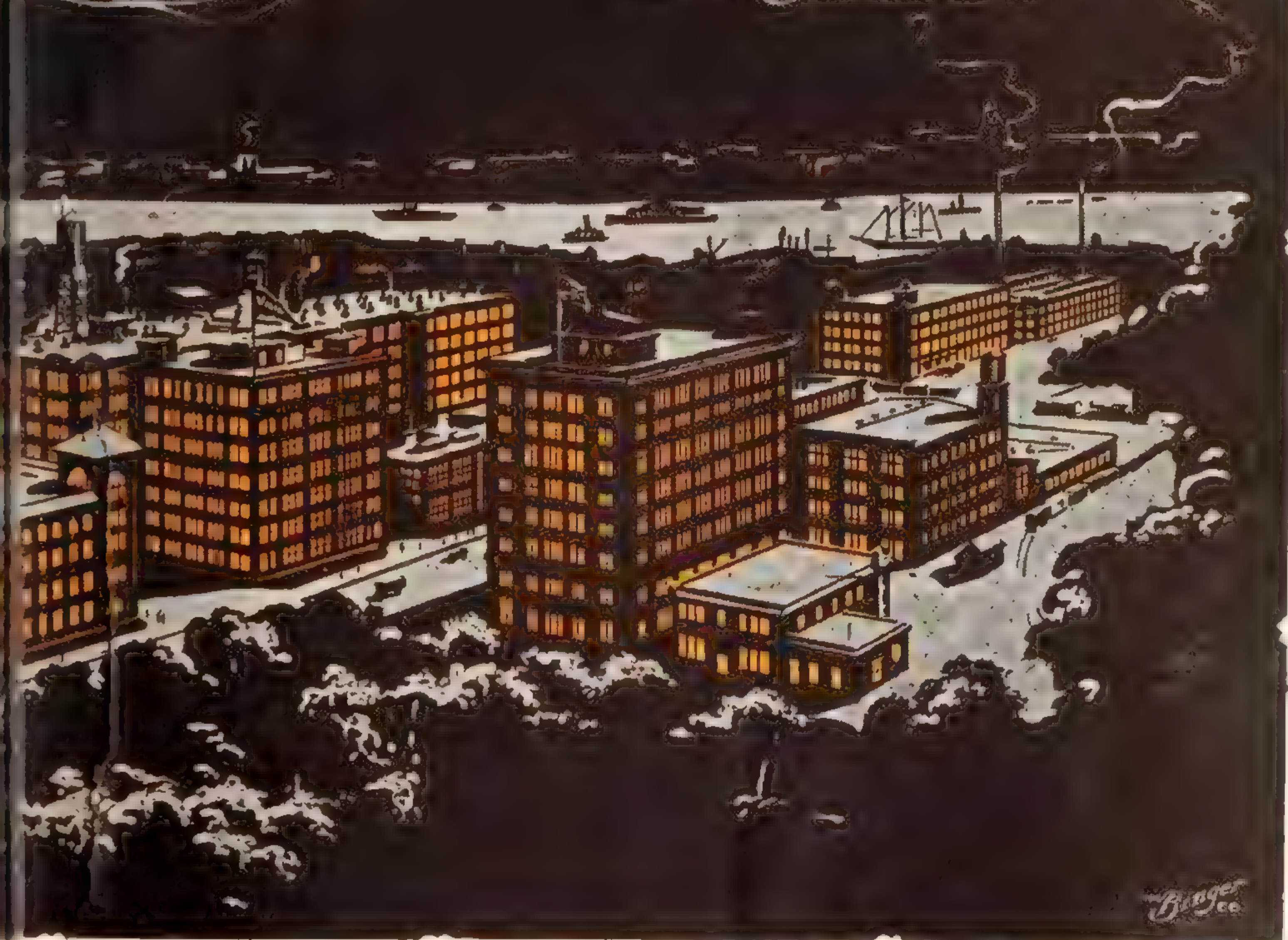
Machine Factory

significant-isnt it?

Are You tied up with us?

is Exclusively

NEW YORK
Talking Machine Co.
119 West 40th St.



BEAUTIFUL PATHE FLOAT IN PARADE

Elaborate Phonograph Display Carries Off the Honors in Stirring California Pageant

ANALIM, CAL., January 3.—The anniversary of Armistice Day in this city was celebrated with an elaborate pageant and parade and among the varied and beautiful features none attracted more favorable attention than the float of Roland B. Ingram, the progressive Pathe dealer of Anaheim.

As will be seen by the photograph herewith given, the float was an extensive affair, being thirty-eight feet in length, and it was the largest one in a parade two miles in length. The float was drawn by a ramblant car artistically decorated with streamers and bunting, and at the helm was perched a magnificent Red Rooster representing the famous Pathe trade-mark, two charming little girls, surrounded by "Old Glory," standing in the rear.

But the float proper was really the piece de resistance of the parade. On the expansive platform was arranged one of the magnificent twenty-four-sheet posters done in colors, with an ensemble group of the celebrated Pathe artists and stars of the opera, concert and theatre stage. A handsome period model stood in the rear center and the sides and arches of the float were festooned with varlands, flags, flowers, pictures and other decorations, the whole artistic conception being very well carried out.



Pathe Float That Won the Honors

is located its newly constructed two-story warehouse. According to E. F. Parr, assistant to the president, the change is expected to bring members of the executive staff in closer relation with the wholesale business of the organization. Mr. Parr also declared that during the year 1921 he expected to make a good record for sales.

The man who has sold goods is the man who can tell whether the advertising copy is life to do the same.

ATLANTA JOBBER IN NEW QUARTERS

Wholesale Offices of Edison Phonographs, Inc., Now in New Two-story Building

Phonographs, Inc., Edison jobber in Atlanta, Ga., has transferred its wholesale offices from 182 Peachtree street, at which address its retail establishment is located, to 41 Cone street, where

TO HANDLE VOCALION EXCLUSIVELY

Aeolian Co. Announces That Sale of Columbia Machines and Records Will Be Discontinued

The manager of the wholesale department of the Aeolian Co. announced this week that that company had decided to discontinue the handling of Columbia Grafonols and records, not only in its New York warehouses, but also in its metropolitan and wholesale branches. The reason given for the change was that "the great popularity of the Aeolian-Vocalion and Vocalion records made it difficult to sell instruments or records not manufactured by the company itself."

SUGGESTION ON DEMONSTRATING

One of the best demonstrations is somewhat along these lines, says The Puritan. Take a good instrumental record reproducing the various instruments. Tell the prospect to listen for some particularly interesting part of the record, telling him in advance that when the record is completed you will explain just how the instrument achieves such perfect reproduction. After the record is played begin the sales talk on the reproducer, the tone chamber, the tone arm, the sound box, the motor, etc. Then, if necessary, play a vocal record to demonstrate vocal reproductions and one or two ensemble or solo recordings. With this plan, demonstrations will last half as long and produce specific results with a more certain and speedier close with lessened overhead expense.

NEW BROOKLYN INCORPORATION

The Messig Orchestration Corp., Brooklyn, N. Y., has been incorporated to manufacture musical instruments. The capital of the new company is \$25,000 and the incorporators are L. J. Harris, J. O. Fowler and G. Messig, 506 Gravesend avenue.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs

Nothing More-Nothing Less

The "BABY" Model
RETAILS AT \$6

MODEL X RETAILS AT \$12



CLOSED

A Splendid Dealer Proposition Is Available

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio

CARDINAL RECORDS

RELEASE No. 1

January 1, 1921

POPULAR SONG HITS		POPULAR DANCE HITS	
Cat. No.		Cat. No.	
2001	"Palesterna"—Comedy Song. Sung by Fred Whitehouse "She Gives Them All the Ha! Ha!"—Comedy Song. Sung by Fred Whitehouse, Assisted by Lew Brown	2007	"Japanese Sandman"—Fox-trot, Played by Raderman's Dance Orchestra "Whispering"—Fox-trot, Played by Raderman's Dance Orchestra
2002	"Broadway Rose"—Tenor Solo. Sung by Charles Hart "I've Got the Blues for My Old Kentucky Home"—Ballad. Sung by Helen Bell Rush	2008	"Grieving for You"—Fox-trot, Played by Ben Selvin's Dance Orchestra "Feather Your Nest"—Fox-trot, Played by Ben Selvin's Dance Orchestra
2003	"My Home Town Is a One-Horse Town"—Comedy Quartet. Sung by the Harmonizers "Don't Take Away Those Blues"—Tenor Solo, Sung by Ernest Hare	2009	"Caresses"—Fox-trot, Played by Greene's Novelty Orchestra "Hop, Skip and Jump"—Fox-trot, Played by Greene's Novelty Orchestra
2004	"Down the Trail to Home, Sweet Home"—Duet, Sung by Hart and Shaw "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms"—Tenor Solo, Sung by Charles Hart	STANDARD NUMBERS	
2005	"Margie"—Harmony Trio. Sung by the Crescent Trio "Old Pal, Why Don't You Answer Me"—Baritone Solo. Sung by Elliot Shaw	2010	"Souvenir"—Violin Solo Played by Vera Barstow "Berceuse"—Violin Solo Played by Vera Barstow
2006	"Onward, Christian Soldiers"—Sacred Hymn. Sung by Gotham Quartet "Nearer, My God, to Thee"—Sacred Hymn. Sung by Gotham Quartet	2011	"Sunny South"—Medley, Played by Cardinal Concert Band "Blue Danube"—Waltz, Played by Cardinal Concert Band
	SACRED NUMBER	2012	"Aloha Oe"—Instrumental Duet, Played by Ferera and Franchini "Honolulu Waltz"—Instrumental Duet, Played by Ferera and Franchini

FIRST RELEASE A HUGE SUCCESS

Are You One of the Lucky Dealers?

IF not—WHY not?

CARDINAL

RECORDS

PHONOGRAPHS

Are Smooth
Well Recorded
Popular Standards
Latest Hits
Best Artists

Best Finish
Krasberg Motor
Automatic Stop
Automatic Cover Support
Tone Expansion Tongues

Jobbers and Dealers—Write for details of exclusive franchise

CARDINAL PHONOGRAPH CO.

Sales Office: 106 East 19th Street, New York

Factories: Newark, O.—Zanesville, O.—Pt. Pleasant, N. J.

Why the Subject of Profit Protection Is of Keen Interest to the Talking Machine Dealer

L. G. Brown, of Bayonne, N. J., secretary of the Talking Machine Men, Inc., recently received from Thomas M. Fletcher, president of the Q. R. S. Co., Chicago, an interesting letter emphasizing the wisdom of price maintenance in fairness to the dealer and the public. The letter read in part:

"When a man mentions the two words, 'price maintenance,' the majority of his listeners begin to think about something else. They have heard the two words so often that the phrase has almost lost its meaning. So I have long since stopped using it, but I never will stop talking upon the subject of profit protection.

"A dealer can justly say, 'What business can it be of any outsider if I choose to cut my prices and sacrifice my profits, the money comes out of my own pocket, if there is any suffering to be done I am the one who pays the piper.' True enough, but you've only told half of the story and the weakest half at that.

"Every merchant is a part of the economic business structure of the country. To exist and contribute his part to the welfare of the retail structure his business must progress and prosper. Most certainly the bankrupt and the barely existing, never really prosperous merchants are not doing anything to help either themselves or the trade in which they are engaged. So, the first step to being a really sound merchant is profit protection—price maintenance—whatever you choose to call it. The asking of excessive profits is a menace, but it is so rare that we need hardly even discuss it.

"In every branch of retail trade there is an accepted margin of gross profit necessary for the payment of overhead and earning of a net at the end of the year. In some lines, such as groceries, it is small; in others, such as music lines, it is by comparison larger, but in each and every trade the accepted margin is the result of years of evolution—finding of cost of doing business, credit risks, investments, locations, rents, etc., necessary to the carrying out of any business, whether it be in the music trade or any other line.

"And the fairness of these margins is conclusively proven by the fact that capital invested in relation to sales comes within a few

per cent of yielding the same return in every line, no matter how varied, divergent their character, all of which leads right to the subject of price maintenance, or profit protection, by selling at the established retail figure, by which you pay your overhead and really make an earning after the sale is made.

"A good many retailers ask why the manufacturer should be interested in the resale price of the article. They say as long as the manufacturer gets his wholesale figure and his bills are paid what does he care about the resale price? Our attitude on this subject is that our interest in retail price is based upon our absolute knowledge that our prosperity is so closely interwoven with that of our dealers that the two are inseparable.

"We set a resale price on our goods that is fair, fair to the consumer—leaving a fair and satisfactory margin to the man who sells them—a safe margin. The retailer who cuts below the resale price we suggest is not at all doing himself an injury—he is doing business on a margin which is unsafe. He does his competitor an injury if that competitor is weak enough to meet his too low price, and he does the industry an injustice by disturbing the economic safety factor of proper profit margin. This holds true of every retail line in the world, from food stuffs to farm machinery, and everything in between.

"The man who cuts prices usually consoles himself with the thought that while he may not make any money on the reduced articles his profits on other lines will make it up. This has been proven a fallacy, for in order to bring up his average general profits he would be obliged to charge more than a fair price for the other articles.

"The weak salesman invariably resorts to price cutting as a means of securing business. You get price cutting in a business no longer new, already failing. I make that statement emphatically. Why? Well, how do you price a thing if you do not know its value or the value of things you buy or which you possess no technical knowledge? Such as wearing apparel, etc.? By the price of course. And that's the way the customer judges merchandise cost and sell. He is not an expert, his only recourse is judgment by price,

and consequently he buys the article at the lowest price he can get, and naturally I have lost it.

"You may say that two merchants on opposite sides are selling the same trade-mark articles, one at a low price, the other at a high price, and the statement will not be proven. But it is. When a consumer goes into a store, he sees windows bearing the same trade-mark, and at different prices, he may not know that the price goods must be bought on account of quality, in other words, there must be a solid reason for the cut.

"And he is always sure in dealing with the full-price merchant, because that man's price maintenance policy enables him to stand back of his goods and gladly render the kind of service that your cut-price merchant must afford to give.

"Price cutting used to be a terrible evil in the old-fashioned retail business, toilers everywhere cut their prices and cut their using giant presumably as a leader, conceding on price attractions to attract other trade to their stores. An acquaintance of mine who is interested in the industry made an exhaustive investigation of the entire situation, and his records showed that in towns where there were three merchants cutting and one merchant protecting his profits by price maintenance the full-price dealer was doing more business than any of his competitors. This situation existed not in one town, but practically every city investigated.

"I am so radical on this subject that I do not hesitate to state frankly that I hope the time will come when Congress will see its way clear to pass a law compelling a manufacturer to set a fair retail price on his merchandise, printed right on the goods, and enforce reference thereto on the part of every one concerned.

"The ultimate purchaser is absolutely protected by a price suggested by the manufacturer. Why? Simple because the manufacturer knows he must fix a fair price to insure his sales in competitive markets. He realizes that he must have volume. If his price is too high it will restrict his sales, therefore, the buying public is as fully protected as the retailer who sells the goods."



DITSON SERVICE

Has back of it years of successful experience and an understanding of dealer problems that will make the road smoother during the coming months.

VICTOR EXCLUSIVELY

Chas. H. Ditson & Co.
NEW YORK

Oliver Ditson Co.
BOSTON

The continued growing demand for the Sonora proves that the public wants the **BEST—and the best at the same price is always easy selling**

IT isn't MAGIC that creates the demand for Sonoras: it's MERIT! Buyers look at the Sonora and see its superb appearance. They listen to the Sonora and hear its magnificent tone. They examine the Sonora and observe its important exclusive features. Then they buy the Sonora because critical comparison shows that Sonora is unequalled.

THE Sonora line is extraordinarily complete, including 24 marvelous period models and 7 charming upright styles. Sonora's quality is internationally famous.



You want to handle the phonograph the public wants. The price of Sonoras ranges from \$75 to \$1800 and each Sonora at its price represents matchless value.

Sonora—English Renaissance-Edgemoor

The path to big sales and to large profit sales is through the wonderful

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



WITH Sonora's new factories completed and working to capacity we may be able to add your name to the list of successful Sonora dealers providing you make early application. *The best at the same price sells the quickest.*

business, they encourage growth of the new and to be used and operate under **MAKE, USE or SELL** in the pharmaceutical industry, which means one cannot double-count patent protection. To **MAKE, USE or SELL** an Off-patent generic means protection is lifted at the patent term.

Charlotte, N. C.
North Carolina and South Carolina.

Syracuse, N. Y.
State of New York with the exception
of towns on Hudson River below
Poughkeepsie and excepting Greater
New York

Saxtons River, Vt
States of Maine, New Hampshire, Ver-
mont and part of Massachusetts.

605 Broad St., Newark, N. J.
State of New Jersey

Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi

Indianapolis, Ind.
Entire State of Indiana

Omaha, Nebr.
State of Nebraska.

516 Mission Street, San Francisco,
Cal.
Washington, California, Oregon, Ari-
zona, Nevada Hawaiian Islands, North-
ern Idaho.

At Griswold St., Detroit, Mich.
409 Superior St., Cleveland, O.
Michigan and Ohio

Minneapolis, Minn.
States of Montana, North Dakota, South
Dakota, Minnesota.

Ryrie Bldg., Toronto, Canada.

1781 California St., Denver, Colo.
States of Colorado, New Mexico and
Wyoming east of Rock Springs.

221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern
Massachusetts.

322 West Main St., Louisville, Ky.
State of Kentucky

220 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Vir-
ginia

St. Joseph, Mo.
Missouri, Northern and Eastern part of
Kansas and the counties of N. M. Okla
homa.

Dallas, Texas.
Western part of Texas.

270 Broadway, New York.
Distributors for Greater New York and
Lower Hudson River below Poughkeepsie

Houston, Texas,
Southeastern part of Texas.

310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia and Florida.

Wichita, Kans.
Southern part of Kansas, Oklahoma
(except 3 N. E. counties), and Texas
Panhandle.

Salt Lake City, Utah,
Utah, Western Wyoming and Southern
Idaho.

Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Milwaukee, Wis.
Wisconsin, Upper Michigan

The Highest Class Talking Machine in the World

EDISON DISC JOBBERS TO CONVEY IN MONTREAL

Association to Hold Annual Convention in That City on February 10th and 11th

Edison disc jobbers have been made to understand that the annual convention of the Edison Disc Jobbers Association will be held in Montreal on February 10th and 11th. It is in Montreal that the Edison disc jobbers will be represented.

The convention will be held in the Hotel, in the city of Montreal, Quebec, Canada. The annual convention of the Edison Disc Jobbers Association will be held in Montreal on February 10th and 11th. It is in Montreal that the Edison disc jobbers will be represented.

SERVICE ON TRIAL IN JANUARY

Dealers Must Live Up to Expectations of Their Customers During the New Year

The service on trial in January will be up for trial before the courts. The service on trial in January will be up for trial before the courts. The service on trial in January will be up for trial before the courts.

"It will be a very good idea to most of the service on trial in January will be up for trial before the courts. The service on trial in January will be up for trial before the courts."

MOHR NOW WITH COLUMBIA

Ed. H. Mohr, formerly with the service on trial in January will be up for trial before the courts. The service on trial in January will be up for trial before the courts.

OFFER PERIOD MODEL SERVICE

Dealers May Use Special Rooms of Collings & Co. to Demonstrate Period Designs to Prospects—Experts Plan to Aid Sales

Collings & Co. have been made to understand that the offer period model service will be up for trial before the courts. The service on trial in January will be up for trial before the courts.

The offer period model service will be up for trial before the courts. The service on trial in January will be up for trial before the courts. The offer period model service will be up for trial before the courts.

The offer period model service will be up for trial before the courts. The service on trial in January will be up for trial before the courts. The offer period model service will be up for trial before the courts.

OPENS STORE IN ALLENTOWN

J. H. Johnson to Handle Remington Phonograph in That Territory

Altoona, Pa., Jan. 15.—J. H. Johnson, one of the prominent dealers in this city, has opened a new store in Altoona, Pa. The store is located at 123 North Second street. The store is located at 123 North Second street.

The store is located at 123 North Second street. The store is located at 123 North Second street. The store is located at 123 North Second street.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

NEW BRIDGEPORT BRUNSWICK STORE

General Music House Finds Enlargement Imperative and Makes Improvements

Bridgeport, Conn., January 5.—What was once a big store on the corner of Broad street and Fair Place is now the home of the Brunswick phonograph for this city. This is the second improvement that Mr. Gelman, the proprietor, has made on his store in the last two years.

Mr. Gelman was first located on Main street and his small quarters soon became cramped and he was compelled to seek a larger store. He then located at 235 Fairfield avenue about four years ago and had ample space in a room 25 by 100 feet. The following year it was necessary to occupy the upper floor, but business increased and forced him to consider a larger quarters and addition in his force. When the drug store was vacated he cut through into the store on the corner and turned it into a beautiful musical parlor.

The new store now occupying 229-235 Fairfield avenue is devoted entirely to musical merchandise. One can buy anything from an accordion to a \$1,500 phonograph. They are exclusive agents for the Brunswick phonograph and records. Mr. Gelman started his career as a violin and mandolin teacher, also handling accessories.

The Southern Illinois Music Co. are also Edison dealers in Christopher, Ill. where they report business far ahead of that of last year.

Puritan

Distributors for the
Puritan Phonograph
in Western Pennsylvania,
So. W. New York, Western
Maryland, Virginia
and West Virginia

Special Player Rolls 4 for \$1.00



Melodee and Universal Player Rolls. Late popular dance numbers, songs, waltzes, etc.—also standard favorites and Hymns while they last—\$25.00 per 100. Order now—we will make you a good selection.

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE VALLORBES VELVETONE
Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture Demonstrating Rooms Counters Racks
Our Specialty Write for catalog

UNIVERSAL DISPLAY FIXTURES FOR YOUR EVERY NEED—50% OFF LIST

THE REED COMPANY INC.

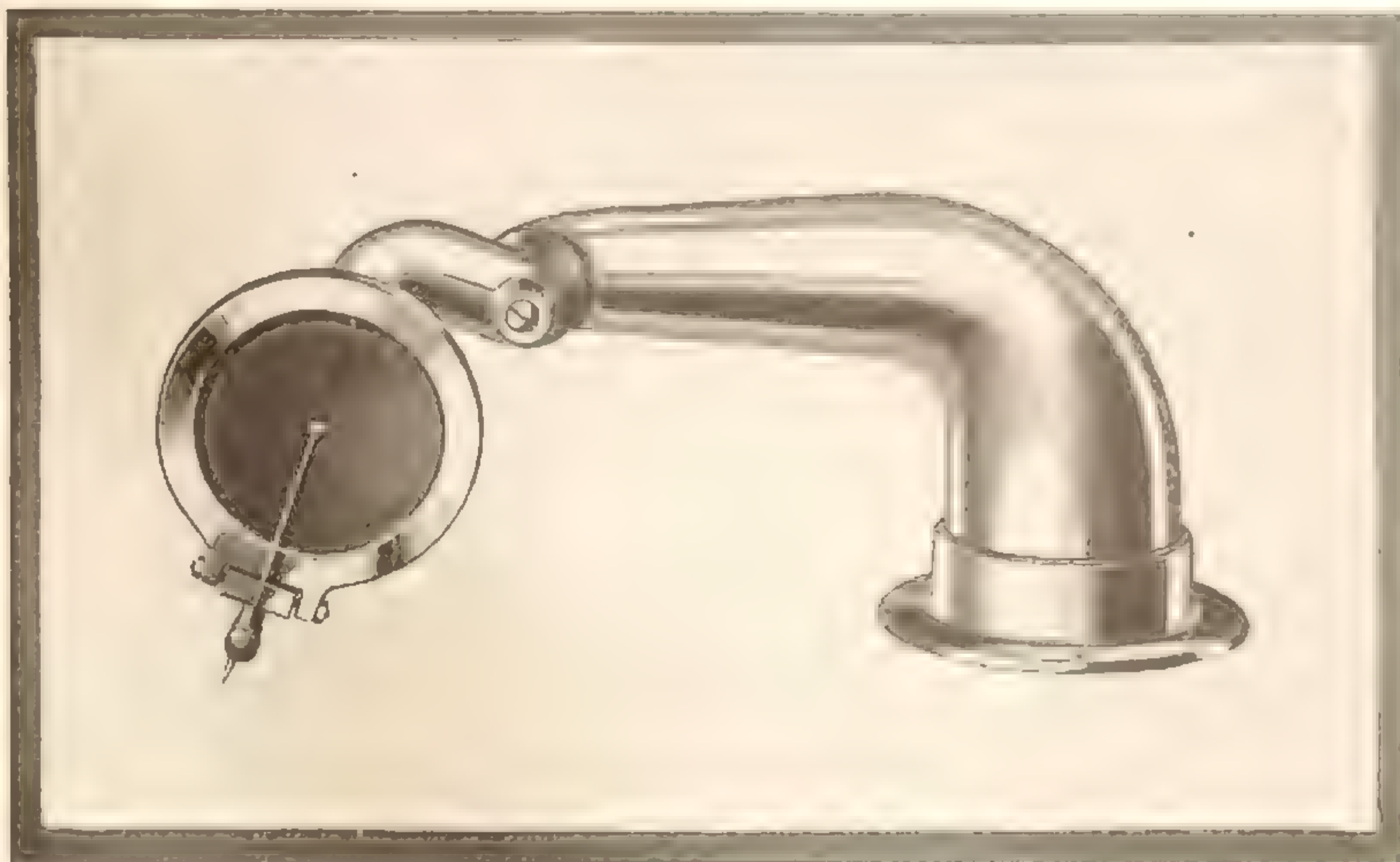
5748-50 Ellsworth Avenue

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:::

:::

Pittsburgh, Pa.



Blood Tone Arm and Reproducer 8½ inch length

Renowned the country over for its simplicity of design and operation, its mellow, natural and life-like reproduction, it has been generally accepted as standard equipment for high grade phonographs.

EDISON

Universal Attachments

VICTOR



Fig. A

Every owner of an Edison phonograph is a prospect for this attachment. Plays Victor records with that superior, mellow quality of tone so characteristic of the "Blood."

Victor Position

Fig. A shows Blood Reproducer in position for playing Victor and other lateral cut records.



Fig. B

Hill and dale records are reproduced correctly by the "Blood" method. A demonstration will convince you of its superior playing qualities.

Edison Position

Fig. B shows Blood Reproducer in position for playing Edison and other hill and dale records.

W
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Today
for
S
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Victrola owners can now enjoy the wonderful creations of SERGEI RACHMANINOFF, the celebrated Russian pianist, so artistically reproduced in Edison records.

Edison Position

Fig. C shows Blood Reproducer in position for playing Edison and other hill and dale records.



Fig. C

Equipped with the "Blood" mute and Nomika diaphragm, every note and every word is reproduced in all its original clearness and beauty.

Victor Position

Fig. D shows Blood Reproducer in position for playing Victor and other lateral cut records.



Fig. D

START THE NEW YEAR RIGHT

Every piece of apparatus that leaves our factory is covered by the "BLOOD" guarantee—SATISFACTION OR MONEY REFUNDED. Let's get acquainted now.

Jewel Phonoparts Company
670 W. Washington Blvd. Chicago

The New
BLOOD
AUTOMATIC STOP
is now ready

Blood
TONE ARM & REPRODUCER

Immediate Deliveries on
Tone Arms, Uni-
versal Attachments,
Automatic Stops



Kerekjarto Week

From January 29 to February 6

will repay you in dollars and cents. Kerekjarto is the great new Hungarian violinist, who counts his European followers by the hundreds of thousands. He has just made his first Columbia Records. Watch for them. Columbia 79456 and 49900.

Columbia Graphophone Co.
NEW YORK

ANSONIA DEALER GIVES CONCERT

A. H. Yudkin Presents Edison Artists in Tonic Recital—Announces Opening of New Store in Charge of Miss Anna Kanaly

ANSONIA, CONN., January 4. For the past several years A. H. Yudkin, local distributor for the Edison has been treating the public once each season to a musical entertainment of a high order. Recently Gould armory was filled to more than its seating capacity when the Alderman presented Miss Betsy Lane Shepherd, soprano, and Miss Madeline MacGinza, violinist, assisted by Igor Sokoloff, cellist, Rlenzi Thomas pianist, and the Edison diamond disc phonograph. More than 700 residents of the associated communities listened to a splendid program.

The several numbers were received delightfully and the audience was more than satisfied with its evening's entertainment. Each number was applauded and the program was of a generous length.

The Recreation of Miss Shepherd's voice was one of the hits of the evening. Rendering 'Gone With the Wind' she ceased singing when the lights were turned out and the Edison phonograph on the stage with her took up the song in her own voice and carried it through, while the audience once again was shown the possibilities of the Edison.

It was announced that Mr. Yudkin would open his new Edison salesroom at Elizabeth and Third

streets in the building purchased by him a few months ago. The entrance will be on Third street. The exterior appearance of the block has been changed by the installation of three large plate-glass windows on the Third street side, and the interior has been thoroughly renovated and made into a salesroom which will be managed by Miss Anna Kanaly, who has been in Mr. Yudkin's employ in the Main street store.

TAKE ON THE BUXKIN LINE

The Cabinet & Accessories Co. has added the well-known Buxkin Line of moving covers to the list of talking machine accessories distributed by this institution. Otto Goldsmith, president of the company, reports a good demand for these covers and that they are giving entire satisfaction wherever sold. The World is in receipt of an attractive but yet entirely useful greeting presented by the Cabinet & Accessories Co. during the Christmas season. It consists of a leather folder containing legal document sized envelopes for Liberty Bonds, life, fire, health and accident insurance policies, contracts, deeds, notes, mortgages and wills.

CLEMENS RESIGNS FROM CHENEY

J. R. Clemens has resigned as advertising manager of the Cheney Talking Machine Co. of Chicago, to join the advertising department of the Federal Electric Co. of the same city. Mr. Clemens' successor has not yet been named.

ADVERTISING STIMULATES DEMAND

An Interesting Disquisition on the Subject of "Who Pays for the Advertising?" Which Is of Timely Interest These Days, When Publicity Is One of the Greatest Essentials

Our recent issue of "The Puritan" which is issued by the United Phonographs Corp., in the interests of the Puritan phonograph, there appears the following timely comment on that oft-repeated question, "Who Pays for the Advertising?"

When you turn this question over in your mind the more difficult seems the answer. Very often a man will change his opinion about it half a dozen times in a week if he thinks that much about it.

If you ask the man who pays the advertiser, he will tell you 'I do'. But, does he?

If he does not advertise his product the public demand for it would be less, for advertising certainly stimulates demand. Smaller demand would mean fewer and smaller dealer's orders, therefore there would be less sales and less profit. Smaller orders from dealers would also mean restricted production, and this would of course increase manufacturing costs per article, because a manufacturer can produce a thousand identical articles relatively cheaper than he could produce one. In other words, the manufacturer makes more money with advertising than without it. So how can he be said to pay for the advertising?

Lots of people say in an offhand way, 'Oh, the consumer pays for the advertising. But, inasmuch as advertising enabled the manufacturer to produce in quantities big enough to lower manufacturing costs, the consumer is actually benefited by lower prices. It is perfectly clear then that the consumer does not pay for the manufacturer's advertising.

'We have closed two sides of the triangle; let's see about the third. Does the retailer pay for the advertising? Evidently not, because advertising increases his turnover, and therefore his profits.

'Then, who does pay for the advertising. We cannot tell, unless it is the competitor who pays for the other man's advertising in the business he loses by not advertising at all.

'The foregoing ought to act as a stimulant to those dealers who have not been accustomed to steady and consistent advertising.

'You will need cuts. We have them for the asking. Also display features of various kinds to back up the work you do in the newspapers.

'There can be no steady, consistent growth of a business without steady, persistent advertising. The size of the advertisement is of less importance than the frequency with which it appears. Nor is it size so much as eye-catching features, like a good illustration and good typography, that causes the public to think of your store. No matter what size store you keep, there should be someone in it whose job it is to take care of the advertising, and get results for the money spent."

Phonograph Dealers—

People who cannot afford to buy Phonographs are buying Violins, Guitars, Banjos, Ukuleles, etc.

Why Wait

and let this business go by your shop?

Extend your line to include

DURRO VIOLINS, BOWS, STRINGS, Etc

LESTER & SALANTI ACCORDEONS

ABBOTT BAND INSTRUMENTS

RUSS BAND HARMONICAS

S. S. STEWART BANJOS, GUITARS, UKULELES

OUR POPULAR LINES OF ACCESSORIES

They will not add to your overhead expense.

They are quick sellers and yield liberal profits.

They will line displays and draw repeating customers.

Write today for complete catalog and assortments for Phonograph Dealers



DURO
Violins, Bows, Strings
Throughout the World

BUEGELEISEN & JACOBSON

5-7-9 UNION SQUARE

NEW YORK



DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY**MOTORS
TONE ARMS
REPRODUCERS****CASTINGS**
Grey Iron
and Brass for**TURNTABLES
MOTOR FRAMES
TONE ARMS
HORNS and THROATS****Stylus Bars
Screw Machine Parts
Talking Machine Hardware****Direct Quantity Importations On****EASTERN REPRESENTATIVE
CHERRINGTON MFG. CO.
IRONCLAD MOTORS****D. R. DOCTOROW****JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA***Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5892***OPENS NEW YORK SALES QUARTERS**

Cardinal Phonograph Co. Invites Dealers to Visit New Office at 105 E. Nineteenth Street—Cardinal Record Releases for January—New Castle Model Popular—The Trade Outlook

The Cardinal Phonograph Co. has placed the first Cardinal record release, consisting of twelve discs, in the hands of the dealers during December. The second release of ten records is ready for delivery January 15. Records will be released twice a month hereafter. The large number of sample orders received from the dealers throughout the country indicates that there is plenty of room for a new record of good quality.

The new sales headquarters, at 105 East Nineteenth street, New York, were thrown open on Monday, December 27, and all business with the Cardinal Phonograph Co. will be transacted at that address. An invitation is extended dealers to make that address their headquarters while in New York City and have their mail addressed to them there. This office is in charge of Robert Clifford and is equipped to give service to the dealers. A large stock of phonographs and records will be carried assuring prompt delivery.

Wm. S. Lucas, who has been covering the Middle West territory, will be in New York to assist Mr. Clifford in interesting metropolitan dealers. Albert Friedman, who is well known through his connection with the Emerson Phonograph Co. will also be a city representative.

The new Castle model No. 35, which was placed on the market in December, met with instant response from the dealers, and it is expected that it will prove a big seller.

The Cardinal Phonograph Co. has again increased its output of phonographs to keep up with the demand.

The number of advance orders received for records from dealers who have promised to put in a full line of phonographs with the records is a prediction of a substantial increase in business for the future.

The prospects for the year just opened look very favorable and the company is planning an advertising campaign that will greatly assist the dealer in the disposition of Cardinal products.

SETTING THE READER RIGHT

Through an error, the instrument pictured on the first page of the insert of the Sonora Phonograph Co. Inc.'s advertisement in the December World was entitled *The English Renaissance, de Luxe—Edgenote*. It should have been *Italian Renaissance de Luxe—Milano*, the correct legend being given on page 3 of the insert above mentioned.

THE VALUE OF ATMOSPHERE

If it can be said that your store has "atmosphere" then it is a sign that what you are doing is being appreciated. Atmosphere is of paramount importance in a music store and the public response to the right atmosphere is quick.

COTTON FLOCKS

.. FOR ..

Record Manufacturing**THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.****AN ORIGINAL LETTERHEAD**

Ogden Sectional Cabinet Co. Uses Four-page Letterhead for Correspondence

LYNCHBURG, VA., January 2—The Ogden Sectional Cabinet Co., Inc., of this city, is making use of a four-page letterhead for its correspondence. The first page is blank for correspondence use. The inside spread carries a detailed descrip-

tion of both the Ogden system for the dealer and the Von Nitz cabinets for table type machines. On the last page is a comprehensive order blank for the convenience of the dealer in sending in his requirements.

SHELL-O-PHONE CO. IN BANKRUPTCY

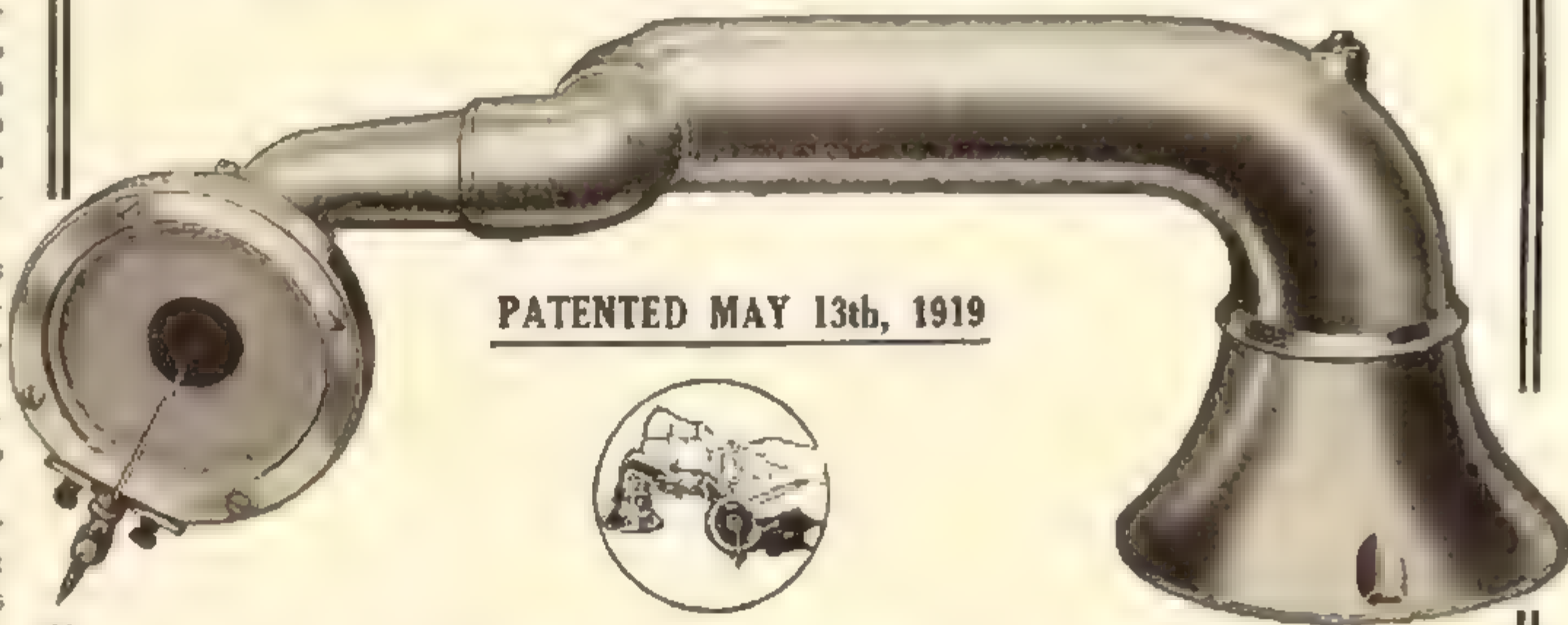
W. Buell was recently appointed receiver for the Shell-O-Phone Talking Machine Co., Chicago, by Judge Carpenter, of the U. S. District Court. A petition in bankruptcy was filed on December 15, the day before the appointment of the receiver, by the Oakville Co., Oakville, Conn.; Modern Method Platers Co., Milwaukee, Wis.; and the Wisconsin Die Casting Co., also of that city. The liabilities listed totaled \$6,132.50. No assets were given.

OPENS STORE IN BRIDGEPORT

The E. K. Music Shop has recently opened a new store in Bridgeport, Conn., at 927 East Main street. Talking machines, records, accessories and sheet music are carried.

**INDIVIDUALITY IN YOUR PRODUCT
WILL MEAN MORE SALES FOR YOU!**

Competition in talking machines is growing more strenuous each day. It is not a question of price any longer but of quality—higher quality and better tone. Maintain the claims of quality and tone reproduction in your product—make it be individual.

**Equip Your Phonographs With the New
EMPIRE UNIVERSAL TONE ARM and REPRODUCER****PATENTED MAY 13th, 1919**

We are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none. Write or wire us for samples and quotations and give us an outline of your 1921 requirements.

We Also Manufacture Attachments for Edison Phonographs

No. 1
Plays
only lateral
cut records.
Retail
at \$5.00

No. 2
Plays all
records.
Retail
at \$7.50

THE EMPIRE PHONO PARTS CO.**1362 EAST 3rd STREET****CLEVELAND, OHIO****Branch Office: 33 Auditorium Bldg., Chicago, Ill.**

MAGNAVOX Music and Voice Telemegafones

MAGNAVOX
TELEMEGAFONE THAT
REPRODUCES MUSIC

MAGNAVOX

MUSIC AND VOICE
TELEMEGAFONE

Magnavox
to 'Bawl Out'
Bond Slackers

MAGNAVOX

WILL URGE BUYING
OF VICTORY LOAN

Airman a Mile Up to Use
Invention in Aid of
Subscriptions

the fulfillment
of three
great
Prophecies

"MAGNAVOX" PLAYS
AT THE COLONIAL

RECEP
PRINCE

"MAGNAVOX"

"We represent small sounds as great and deep, likewise great sounds extenuate and sharp. . . . We have certain helps, which set to the ear do further the hearing greatly. We also have divers strange and artificial echoes reflecting the voice many times, and as it were tossing it; and some that give back the voice louder than it came, some shriller, and some deeper."

SIR FRANCIS BACON in
The New Atlantis,
published 300 years ago

SOUND CAN BE
MAGNIFIED TO
ANY DISTANCE

MAGNAVOX CARRIES VOICE
OF VOICER DISTINCTLY

Proud to Be Carried by the
Shoppers the Daily Herald
Carried in Shopping Baskets
For Countless Veterans.

WILSON IN CAGE
TALKS TO CROWD

MAGNAVOX

AT THE

It
used the Magnavox
Telemegafone. It
will amplify music or voice to any desired
volume. President Wilson, the Prince of
Wales, Vice-President Marshall, and many
public speakers have used it successfully.

Edward Bellamy published, in 1888, a famous novel entitled "Looking Backward." In this novel he described a remarkable contrivance by means of which the world of the period A. D. 2000 would hear music, the human voice, or other sound magnified to any desired volume.

MAGNAVOX appeared 83 years before Bellamy's prediction and 283 years before H.G.Wells's prophecy.

"Graham's attention was immediately arrested by a violent, loud hoot, followed by a vast leathery voice: 'The master is sleeping.' 'He is in excellent health'....Graham stopped at the first sentence.... This was the General Intelligence Machine.... For a space it seemed to be gathering breath....He paused. He addressed himself to the unseen multitudes (by means of it)."

VOICE IS
CARRIED
5 BLOCKS

-H. G. WELLS, in

When the Sleeper Wakes,

Published in 1899 and prophesying

the world of A. D. 2200.

Magnavox

Music and Voice Telemegafone
Wales, Vice-President Marshall, and many
public speakers have used it successfully.

DIEGO, CALIFORNIA SUNDAY MORNING

MAGNAVOX DEMONSTRATION

ENTERTAINS HOTEL GUESTS

"MAGNAVOX" "MAGNAVOX CARRIES VOICE"
"THE MAGNAVOX 'TELEMEGAFONE' AS AN
ENTERTAINER AND AS A UTILITY"

THE MAGNAVOX COMPANY, Oakland, California

POT LEADED OR PAINTED WHITE

Some Worth-while Comments on Business Methods From the "Voice of the Victor"

There has been much said and written in the talking machine and other trades regarding the tendency of certain merchants to resort to unsound, if not questionable, business methods in an effort to stimulate sales. In commenting on this situation there appeared recently in "The Voice of the Victor" the following editorial captioned, "Pot Leaded or Painted White" which is worthy of careful consideration. The editorial read:

"Does anybody deliberately choose to do business on a wrong basis?"

"The obvious negative answer then prompts the question: why is it that wrong tendencies in competitive sales work often originate and gain considerable impetus before the error is realized and correction made difficult?"

"The natural answer—competition—is not sound in logic but does even those who utter it."

"Competition is a fine thing—that is, it can be! It can be a fine motivating influence that leaves the hands clean and the eyes clear—or it can be a veritable ferocious racket-snatching nightmare."

"The kind of competition you have in your town or in your neighborhood will be the kind that you yourself help to bring about. You can compete for sales or compete for repossessions. The competition will be as keen in the one case as in the other—the difference will be in the profits."

"Some years ago eight enthusiastic young men built eight sailboats, all exactly alike, so that this incident had been what is known as "one design" yacht racing. It is the best kind of sport because the crews are up to the relative skill of the "coxswain." They were fast, seaworthy, little boats, all painted white, and there was no need of lead ballast because they were all on the same footing."

"Then one man, a little slower than the rest, gave his boat a coat of pot lead and won the next race easily."

"Pot lead, being a very slippery article reduces what sailors now know as the "hull friction." The boat slid a little and the water a little better than when painted white. And so, since there was no rule against pot leading, there was nothing for it but to pot lead all the boats because the other seven men naturally weren't willing to give one man an obvious tactical advantage. So, by the time the next race was sailed all the boats were coated with an equal footing with the difference."

"Pot lead makes a boat fast, but it also makes her dirty. Every time you touch it you get smeared with black."

"After a few races the eight enthusiastic young men were most extremely sick of their bargain. True enough, they were all on the same footing, but they were all where they were in the first place they also had to sail on the same footing and clean."

"The pot lead would be costly, as it took much more time and effort to get back to their decent and clean competitive basis than it had to beford the first clean sailing. If they had started out with and to begin with that painted or pot leaded clean sailing, they had been on the same competitive basis in each case."

"What's the queer?"

"You think you'll get a little more business (save the work) if you advertise a dollar down and a dollar a month. All right! How long is it before you force a cross the way advertisers a dollar down and fifty cents a month?"

"Then it's your money, isn't it?"

"And the Business! you get by this method—is it really any good to you? Do you think bookkeepers and collectors work for nothing? Or that banks lend money for the fun of the thing?"

"Competition in competition is the life of trade, so they say, but there's one sure thing, and

that is that if your competition is for the purpose of making money you'd better compete for business that's really worth something."

A MESSAGE TO INSPIRE CONFIDENCE

Edison Phonograph, Ltd., San Francisco. Offers Dealers Some Convincing Figures Regarding the Country's Prosperity, Its Development and Its Future Possibilities.

SAN FRANCISCO, Cal., December 28.—Allison N. Clark, manager of the sales promotion department of Edison Phonographs, Ltd., is of the opinion that if retail merchants in musical lines will let their eyes beyond the immediate commercial horizon at this time of price deflation in most lines of merchandise they will be much to encourage them. Following out this idea Edison Phonographs, Ltd., sent out to their dealers all along the Pacific Coast a Christmas greeting of an unusual sort. Not only was there offered a message of optimism, but there was presented for the consideration of the dealer a table of carefully compiled figures showing the manner in which the nation had progressed during the past twenty years in social, material, industrial and agricultural lines, how the cotton production and consumption had grown and how transportation had developed.

The figures show that the United States had produced and was producing the bulk of the world's supply of many products and more than a fair percentage of other essentials. The figures were of the sort to inspire confidence and were supported by the slogan: "Then slip your Edison ear into high, step on the gas and make 1921 the greatest business year in your career."

SPECIALIZES ON THE BRUNSWICK

The Phonograph Shop has been opened in Canon City, Col. by W. F. Gillaspay and C. I. Vallison. The Shop is featuring Brunswick phonographs and records exclusively. A large stock has been secured.

\$250,000 REAL ESTATE DEAL

A. H. Curry, President of Texas-Oklahoma Phonograph Co., Handles Important Transaction in Dallas, Tex.—To Erect Building

DALLAS, Tex., December 30.—For a consideration of \$250,000 A. H. Curry, president of the Texas-Oklahoma Phonograph Co., local distributor, sold today to Henry I. Bronberg and associates property, 508,200 feet on the north side of Elm street, between Akard and Texas streets.

As a part of the consideration Mr. Curry purchases from Mr. Bronberg 121x152 feet at the northwest corner of Lamar street and McKinnon avenue and 100x50 feet at the southwest corner of Jackson and Market street. These properties were taken at a price said to be about \$105,000.

The sale of this Elm street property furnishes an illuminating instance of the rising values of Dallas real estate. Six months ago for that property Mr. Curry paid \$175,000. His intention then was to house the Texas-Oklahoma Phonograph Co. at that location. Further consideration of that proposition, however, made such a move seem inadvisable. The property was then leased for ten years for a consideration of \$240,000.

On one of the properties acquired through the disposal of the Elm street location a four-story building will be erected and occupied by the Texas-Oklahoma Phonograph Co. In every respect this location is ideal for a jobbing establishment.

TO FEATURE VICTOR LINE

On December 20 the G. M. McKelvey Co., talking machine dealers of Cleveland, O., has continued other lines of instruments and records and arranged to feature the Victor line exclusively, under the title McKelvey's Victrola Department. The present manager, R. C. Danforth, will remain in charge.

We Are Prepared

to consider

Additional Contracts for 1921

Fifteen years' experience in the manufacture of highest grade

Talking Machine Cabinets

Large modern factory, thoroughly equipped with latest up-to-date machinery especially designed for this work.

Highest Financial and Business Standing

We have a most wonderful proposition for export business

Write today for particulars

The Wabash Cabinet Company

Wabash, Ind., U. S. A.

TEN COMMANDMENTS OF SALESMANSHIP

Some Vital Factors to Success Very Tersely but
Comprehensively Covered in the Ten Com-
mandments of Salesmanship Compiled by
Paul E. Weiss of Knight-Campbell Co

Many points which salesmen are vitally in-
terested in for their own good are contained
in a concise form in the following ten command-
ments of salesmanship which have been com-
piled by Paul E. Weiss, of the Knight-Campbell
Messe Co. of Denver:

1. **Be Agreeable.** Other things being equal, I
go to the store where the salesforce try to please
me. I buy of the man who acts as though he
likes me. Exert yourself to make a pleasing
impression on me, please. I appreciate it.
Hence, dress well. Untidy clothes mean you
don't care what I think of your appearance.
But don't dress too well. That gives you an
air of showing off. Dress just right. If you
don't know how, find out. Cultivate a pleasing
voice. Learn to converse entertainingly. Cut
out all mannerisms. Give me the impression
of a gentleman, honest, square, anxious to please
and at all times good natured.

2. **Know Your Goods.** Don't let there be any
question I can ask you relative to the manu-
facture, history, distribution or uses of what
you have to sell that you cannot answer. If
you are selling talking machines, know all about
all the kinds, and all the points about them.
Put in your spare time making yourself an
encyclopedia of information about your goods.

3. **Don't Argue.** Go with me in your talk, not
against me. Lead, don't oppose. Don't show
we where I am wrong. Dodge a square issue,
and show me wherein you are right. Suggest.
Don't antagonize. Argument, as a rule, results
in irritation, not conviction.

4. **Make Things Plain.** Don't use any words
I don't understand. You can explain the most
complicated matter to a washerwoman if you
know your subject perfectly and practice using
simple language. Don't air your technical knowl-
edge and try to impress me. I want to be
distracted, not awed.

5. **Tell the Truth.** Don't lie or exaggerate, or
mislead or conceal. Let me feel that you are
sincere, and mean every word you say, and that
every statement you make is of par value. If
you represent goods that need being about,
directly or indirectly, quit. There are plenty

EDISON CONCERTS BY RADIOPHONE FOR DETROIT HOMES

DETROIT, Mich., January 5.—Radio concerts
and dances, with selections furnished by the
Edison phonograph, have become quite the vogue
in the homes of a number of well-to-do residents
and members of the
Detroit Radio Associa-
tion in this city. Night-
ly in the offices of the
Association, located in
the heart of the city,
some form of entertain-
ment takes place, pro-
viding diversion simulta-
neously in a number
of homes, of which
some actually are lo-
cated between four and
five miles away.

The apparatus is
similar to that of the
wireless telephone, the
music being sent
broadcast by simply
starting the transmit-
ter and focusing the
sound waves from the
phonograph on the mi-
crophone, an electrical
instrument for making
audible even the most
feeble sounds. The
various sounds are then
simply carried up to the antenna and from
there through space to the receiving stations,
each of which is equipped with an amplifier in
order to make the sounds audible throughout
the room.

Miss Mahel Norton Ayres, noted concert so-
prano, who has been associated with the Edison
Shop, Chicago, for some time, recently gave
the first of a series of weekly concerts over
the radiophone, also singing several numbers in
duet with Edison Re-Creations of Marie Rap-

pold and Anna Case. The concert was unusually
successful, both voices, despite their long journey
through the air, remaining clear and distinct.
Charles Mitchell Mixer, also of the Chicago



Sending Apparatus Used for Wireless Concerts

Edison Shop, contributed several numbers on
the violin, playing in unison with Re-Creations
of the same selections on the Edison phono-
graph, and was applauded by a number of dif-
ferent audiences in different parts of the city,
all at the same time.

Radio dances also have taken a permanent
place among the popular pastimes of Detroit's
younger set and have become a regular thing
in the homes of those fortunate enough to have
had the necessary receiving apparatus installed.

of articles that are straight and all right. Sell
them.

6. **Be Dependable.** Even in small things cre-
ate the impression that whatever you promise
is as much to be depended upon as your signed
note. If you make an appointment at 3 p. m.
Tuesday, be there at 2:45. If you promise me
a bench or scarf or roll of music, see that I
get it. I don't want to be put to the trouble
of asking for it.

7. **Remember Names and Faces.** If you have
not the natural gift for this, acquire it. Get a
little book and set down every day the names
of those you have met, with their characteristics.
Practice this until you become expert. No man
likes to be forgotten or to have you ask his
name.

8. **Don't Be Egotistical.** Eliminate the pro-
noun "I" as much as possible from your vo-
cabulary. Talk about me, not yourself; I'm the
one you want to win.

9. **Think Success.** Success begins in the
mind. Why think fifty cents when it is just as
easy to think fifty dollars? Tell success stories,
not incidents of failure or hard luck. Radiate
prosperity. Feel prosperous. It's catching.
Keep your chin up.

10. **Be Human.** The reason that you are hired
to sell goods is that you are a human being.
Otherwise your employer would have sent a
catalog. So be a human being, likable, engag-
ing, full of human electricity. For I patronize,
as a rule, the salesman I like.

MAY PETERSON ON LONG TOUR

May Peterson, the prominent soprano and Vo-
calion artist, will leave about the middle of
January on a three-months' concert tour extend-
ing to the Pacific Coast, during which Miss
Peterson will take occasion to call upon Vo-
calion distributors and dealers in the various
cities visited.

A USEFUL HOLIDAY GIFT

M. Steinert & Sons Co., Victor distributors,
Boston, Mass., have sent to their many friends
in the trade a most attractive Christmas remind-
er in the shape of a metallic thermometer, which
is dial-shaped and in brass, and will prove an
attractive ornament for the desk top as well.
The famous Victor trade-mark occupies a fit-
ting place on the dial.

THERE ARE CHEAPER NEEDLES THAN



Plays all
Records

Saves all
Records

BUT NONE THAT ARE LESS EXPENSIVE

4 needles on card like above 25c

Made in LOUD, MEDIUM and SOFT Tones

SEND FOR SAMPLES, DISCOUNTS AND SALES HELPS

Mellowtone Needle Co., Inc. Sole Manufacturers Ansonia, Conn.



The Dawn of a New Business Era

The ways of yesterday are passed. Making and selling Phonographs means from now a business wherein only the strong can succeed.

We started to make Phonographs when the market was already getting round shouldered trying to carry the burden of overproduction. We hardly need tell you

the load of "too many phonographs" has already doubled up some manufacturers and dealers. Yet in face of this very condition we went ahead and made the

Remington Phonograph

because we have, and know by every test, something more than simply a phonograph, as the term is generally applied. We have the highest developed, farthest advanced, sound-reproducing instrument ever offered to the trade and public. The Remington Reproducer, the heart of the Remington Phonograph, is built on two accepted scientific principles: 3 point contact and elastical mounting.

By use of these two principles we obtain the free vibrating diaphragm, thereby reproducing the most delicate tones of voice or instrument as well as the fullest tones of the trained operatic artist, without the least hint that the tones are other than those produced by the artist himself. And what is true of the voice is true of all instruments, including the piano.

Suppose you put our claims to the test, by making us prove to your sense of hearing that the Remington Phonograph is purer in tone-reproducing qualities than your preconceived ideas permitted you to believe.

We are particularly interested in hearing from dealers who are steeling themselves for the strenuous competition that exists in normal times.

Remington
PHONOGRAPH CORPORATION
Remington

Philo E. Remington
President

Everett H. Holmes
Sales Manager

James S. Holmes
Vice-President

1662-64-66 Broadway, New York, U. S. A.

TELLS VALUE OF TALKING MACHINE

Reasons Why Music Should Be in Every Home Outlined in Daily Paper—Talking Machine Music "Perfect," Declares Writer, Who Adds His Testimony to Much on Record

Enjoyment is not all there is in the possession of a good talking machine, although the enjoyment feature will pay the possessor very well, indeed, for the investment, the Charleston, W. Va., Mail informs its readers. The educational features of the talking machine is one of its principal recommendations. Get a good talking machine and a lot of good records and you can do more to teach your children to sing, play and love good music than you can by any other means. The music that comes from the talking machine is perfect music. Whether it is grand opera or "jazz" it is the best that can be produced. Go into a home where there is a talking machine and learn how the children of this home appreciate music. Even the most untutored year-old kiddies learn to sing classical selections with marvellous accuracy of words and expression of tone.

Boys and girls who are struggling with their work are wonderfully helped in their work by having the perfect selections that it is possible to obtain on the machine, and such boys and girls who are not provided with this assistance are at a great disadvantage. For instance a boy who is a violin student should hear a selection by one of the masters repeatedly every day. This same applies to the student of piano and voice.

As a means of inducing the kind of sympathy the parents want their children to enjoy and encouraging the other kind the music on the machine is well worth while. Let the children hear it at home and confine their dancing to the home dances and they will not be wanting to go to the public "jazz" palaces. Rather than want to stay at home and dance or visit their neighbors' homes, where they can dance to the music of the reproducing machines and the more this sort of thing is encouraged the more likely the young folks will spend at home in the future.

friend's home. Young folks will dance. This is an age of dancing. The thing to do is to induce young people to dance properly and proper surroundings. If there is dance music at home the young folks will dance at home. If there isn't any music in the home they will seek out the public places where there is music, and some of these places may not be just the sort of places you would like to have your children frequent.

Doctors will tell you there isn't anything better in connection with a meal than music. To have music with your meals at home is a very simple matter when the home is equipped with a talking machine.

There are many more uses besides these that you can put your talking machine to, but these that are mentioned plus the enjoyment that a family gets out of the machine should make them indispensable.

HEINEMAN CELEBRATES BIRTHDAY

President of General Phonograph Corp. Showed With Good Wishes on Anniversary

Monday, December 20, was the birthday of Otto Heineman, president of the General Phonograph Corp., New York City. The employees and many friends of Mr. Heineman in the trade took advantage of the opportunity to congratulate him on having passed another year of his very successful career.

All day long messages and people flowed into his private offices to extend their congratulations. There were many gifts, which included a wonderful floral tribute from the employees of the General Phonograph Corp. It was a day during which the bars of official capacity were completely dropped and a spirit of social comradeship prevailed.

HISTORICAL AND TECHNICAL

The first real talking machine, in which no improvement has ever been made, was made out of a rib—Edward (Kansas) Courant.

NEW YORK'S SECOND MUSIC WEEK

Otto H. Kahn Heads Committee That Will Look After Details of Second Annual Music Celebration in Metropolis May 1-7, Inclusive

Announcement of the formation of the National Bureau for the Advancement of Music, that Otto H. Kahn of New York City has accepted the honorary chairmanship of the 1921 annual Music Week, May 1-7, 1921.

At a meeting last week in the offices of the Bureau, Berthold Stern of Atlantic City & Co., was chosen as chairman of the committee, and C. M. Freeman, director of the National Bureau for the Advancement of Music, was elected secretary.

At this meeting it was suggested to set the next Music Week for the first week in May as being better from a weather point of view for both outdoor and indoor activities than an earlier or a later date.

In response to an invitation sent to him to act as honorary chairman, Mr. Kahn wrote: "I am pleased to accept the position of honorary chairman of the committee for New York Music Week of 1921. I wish you every success in this auspicious and public spirited movement."

Mr. Kahn took a keen interest in the work of the 1920 Music Week Committee of which he was honorary chairman. That he is no less interested in the work of the 1921 committee is indicated by the fact that he has suggested several persons as members who, he believes, would add to the strength of the committee, thus aiding in its success.

The personnel of the 1921 Music Week Committee will be announced later. Careful consideration is being given to the selection of every member to insure the best results from the committee as a whole.

Don't wind your machine like a landy gurdy. Treat it with the respect it deserves. One good turn deserves another, even if it is a talking machine.



Oplex Electric Signs Will Build Your Sales

THE striking advantage of Flexlume Oplex Electric Signs is that they are day signs as well as night signs—raised snow-white glass letters on a dark background. The lamps are enclosed and so arranged that all the light is thrown through the openings which form the letters. At night each character stands out of the darkness a solid letter of light.

Other advantages are lowest upkeep cost, greatest reading distance, most artistic designs and the fact that any trade-mark can be reproduced in Oplex characters.

Let us send you a sketch showing an Oplex Sign to meet the particular needs of your store.

Flexlume Sign Company
1436-38 Niagara St. Buffalo, N. Y.





Manufacturer of
Exclusive Cabinet Hardware and Accessories
 60 Grand Street
 New York City

TO DEFEND MUSIC INDUSTRY AGAINST UNFAIR TAXATION

Definite Plans Being Made by the Music Industries Chamber of Commerce to Have the Interests of the Trade Protected So Far as Revision of the Present Federal Taxes Is Concerned

At a meeting of the Advisory Committee to the Legal Bureau of the Music Industries Chamber of Commerce recently definite plans were formulated for presenting the case of the music industry at Washington with respect to proposed tax revision.

Arrangements have been made for proper representation at Washington pending the recovery of the Chamber's counsel, Mr. Pound, who it is hoped, will return to his work within two or three weeks. Mr. Smith, the general manager, will also be in Washington every week or ten days at least, and every effort will be made to have representative members of the industry there to appear before Congressional committees at the proper time. The committee also made plans to obtain the necessary data and statistics to show that a continuance of the 5 per cent excise tax, in face of the expected business conditions and the necessary installment nature of the industry, will inevitably result in curtailed business and consequent loss of revenue to the Government. In this connection it is interesting to note that Canada has had to abolish similar excise taxes to prevent stoppage of industry. The Canadian situation will be used freely in arguments of the industry before Congress.

The Chamber has issued the following statement concerning the tax situation at Washington:

The Ways and Means Committee is now holding hearings on the tax question. These hearings will not be continued after the holidays and from that time until the end of the session the entire attention of the committee will be given over to the tariff. These first hearings are evidently very preliminary in their nature.

At present the committee is interested not in the effect of taxation on individual industries or details of tax plans, but rather in general policies or plans of raising the necessary revenue.

The general idea at Washington seems to be to spend this session in passing the various appropriation bills to determine the minimum amount absolutely required to be raised by taxation so that the next session can be devoted to the method of raising the necessary sum.

The report of the Secretary of the Treasury concerning the amount of money to be raised and methods for raising it was apparently not well received by the committee. However, the ideas of the committee members have evidently become more favorable to the report in general now that the real financial situation of the Government and the difficulty of raising the necessary revenue becomes apparent. The report of the Secretary of the Treasury was compiled practically entirely, it is understood, by Professor T. S. Adams, the tax expert of the Treasury Department. It is, therefore, important to note that Chairman Fordney said that when the Ways and Means Committee finally frames its bill Professor Adams will be asked to cooperate constantly in its preparation.

No great discussion or special thought has yet been given to the general sales tax plan. This plan seems to be almost universally favored in Washington, but nearly everyone appears to fear that when it is discussed as an actual plan of taxation there may be so many arguments against it that it will not stand a show of becoming law. It is too early to find such opinion in the sales tax.

There is every indication that Congress expects a very difficult task in raising the necessary taxes, and for this reason is going to be very insistent for facts to support any argument showing why any industry should not be taxed especially by any method proposed. It is, therefore, advisable for the Chamber to gather all necessary facts and figures about the industry in order that our arguments against discriminatory taxation may be based on such facts and

figures. Furthermore, inasmuch as tax legislation will not become important work of the Ways and Means Committee until the next session, the Chamber has the next few weeks to prepare its data and arguments and still have time to take these up with individual members of the committee prior to the next session.

EDISON PORTFOLIO IN POCKET SIZE

Volume Containing Edison Sales Propositions Reproduced in Miniature for Dealers' Use

Widespread interest throughout the entire Edison trade has resulted from the announcement, just made by the Edison Laboratories



The Miniature Edison Portfolio

that a new miniature portfolio, reproduced photographically from the now famous portfolio issued in the early part of last year, has just been published and is ready for distribution.

Advertising experts and leading merchants throughout the country have hailed the fourteen points of the Edison sales propositions, contained in the portfolio, as "the greatest step in salesmanship taken in recent years."

RECEIVERS FOR A. T. EMERSON, INC.

Appointment by Judge Knox Closely Follows Same Action in Case of Emerson Phonograph Co., Inc.—Assets \$400,000, Liabilities \$300,000

Closely following the appointment of receivers for the Emerson Phonograph Co., Inc., it was announced that Judge Knox has appointed Maurice P. Davidson and Walter J. Emerson receivers for A. T. Emerson, Inc., in a suit brought by Sheip & Vandegrift, Inc., a creditor, for \$5,000 and upward. A. T. Emerson, Inc., has been in business since March 16, 1920. The assets are said to be close to \$400,000 and the liabilities approximately \$300,000. The financial difficulties of the Emerson Phonograph Co., Inc., it is said, brought about the failure of the defendant company, which it owes more than \$150,000, according to the statement made.

HAVE YOU EVER BEEN THERE?

"Don't you enjoy listening to your new phonograph?"

"I would but for one thing."

"What's that?"

"My wife and the lady next door, who always comes in every time we start it up, carry on such a loud conversation while it is playing that I have never heard a record on it yet above that din."—Florida Times-Union.

IF

PRICE

were the only consideration, we'd be entitled to your business anyway; but we also have

QUALITY and what is of equal importance SERVICE



No. 1265 Cup

This applies not only to Needle Cups, but to Lid Supports, Lid Hinges, Automatic Stops, and practically everything your cabinets will need.

WEBER-KNAPP CO.

Jamestown, N. Y.

Okeh Records

FEBRUARY RELEASE

4148 I'M WAITING FOR SHIPS THAT NEVER
10-in. COME IN (Baritone with Orch.) Elliott Shaw
\$1.00 I'M ON MY WAY (Vocal Quartet with Orch.)
Shannon Four

4215 OLD PAL, WHY DON'T YOU ANSWER ME?
10-in. (Tenor with Orch.) Sam Ash
\$1.00 I'M IN HEAVEN WHEN I'M IN MY MOTHER'S
ARMS (Tenor with Orch.) Lewis James

4221 WHAT CHA GONNA DO WHEN THERE
10-in. AIN'T NO JAZZ (Singing Comedienne with
\$1.00 Rega Orch.) Aileen Stanley

LOOK WHAT YOU'VE DONE WITH YOUR
DOG-GONE DANGEROUS EYES (Singing
Comedienne with Rega Orch.) Aileen Stanley

4222 ALL SHE'D SAY WAS "UMH HUM" (Tenor
10-in. Duet with Orch.) Billy Jones-Ed. Smalle
\$1.00 PALESTEENA (Tenor with Orch.) Billy Jones

4223 BEAUTIFUL ANNABELL LEE (Tenor-Baritone
10-in. Duet with Orch.) Hart-Shaw
\$1.00

THERE'S A VACANT CHAIR AT HOME,
SWEET HOME (Tenor-Baritone Duet with
Orch.) James-Shaw

4224 I WANT TO KNOW WHERE TOSTI WENT
10-in. (When He said "Good-Bye") (From "Broad-
way Brevities of 1920") (Baritone with
Orch.) Ernest Hare
\$1.00

MY HOME TOWN IS A ONE-HORSE TOWN
(Tenor Duet with Orch.) Billy Jones-Ed. Smalle

4225 ON HILO BAY (Hawaiian Guitar Duet)
10-in. Ferera-Franchini
\$1.00

ON THE BEACH AT WAIKIKI (Hawaiian
Guitar Duet) Ferera-Franchini

4210 DARLING (Intro. "Come to the Moon") (Med-
ley Fox-trot) Harry Raderman's Jazz Orchestra

10-in. JUST SNAP YOUR FINGERS AT CARE (From
\$1.00 "Greenwich Village Follies of 1920") (Fox-
trot) Lanin's Roseland Orchestra

4211 MARGIE (Fox-trot) Rega Dance Orchestra

10-in. CORAL SEA (Fox-trot)
\$1.00 Rudy Wiedoeft's Palace Trio

4212 GRIEVING FOR YOU (Fox-trot)
10-in. Lanin's Roseland Orchestra
\$1.00

SWEET CUBAN LOVE (Fox-trot)
Harry Raderman's Jazz Orchestra

4213 I'M A LONESOME LITTLE RAIN DROP (From
10-in. "Greenwich Village Follies of 1920") (Fox-
\$1.00 trot) Joseph Samuels' Jazz Band

I'LL BUY THE BLARNEY CASTLE (One-step)
Green Brothers' Novelty Band

4214 I WANT TO GO TO THE LAND WHERE THE
10-in. SWEET DADDIES GROW (Intro. "All the
\$1.00 Boys Love Mary") (One-step)
Rudy Wiedoeft's Palace Trio

PEACOCK WALK (Fox-trot)
Harry Raderman's Jazz Orchestra

4215 WHY DID YOU LEAVE ME? (Fox-trot)
10-in. Joseph Knecht's Waldorf Astoria Dance Orch.
\$1.00

TOREADORA (Fox-trot)
Harry Raderman's Jazz Orchestra

4217 IF A WISH COULD MAKE IT SO (Intro.
10-in. "We've Got Something") (From Musical Play,
\$1.00 "Tickle Me") (Fox-trot)
Joseph Knecht's Waldorf Astoria Dance Orch.

THE WEDDING BLUES (From Musical
Comedy, "Pitter Patter") (Fox-trot)
Lanin's Roseland Orchestra

4218 HOP, SKIP AND JUMP (Fox-trot) (With Inci-
10-in. dental Saxophone by Nathan Glantz)
\$1.00 Rega Dance Orchestra

FOR EVERY BOY WHO'S ON THE LEVEL
(Intro. "Good-Bye, When I Say Good-Bye to
You") (One-step)
Harry Raderman's Jazz Orchestra

4219 IN MY SWEET LITTLE ALICE BLUE GOWN
10-in. (Intro. Chorus of "To Be Worthy") (Waltz)
\$1.00 (From Musical Comedy, "Irene")
Joseph Knecht's Waldorf Astoria Dance Orch.

PRETTY MISS VIRGINIA (Waltz)
The All American Five

4220 ZOWIE (Fox-trot) Joseph Samuels' Jazz Band

10-in. AMORITA (Fox-trot)
\$1.00 Green Brothers' Novelty Band

4227 SLEEPY HOLLOW (Where I First Met You)
10-in. (Waltz) Okeh Marimba Band
\$1.00

THE HULA BLUES (Fox-trot)
Okeh Marimba Band

4226 COLONEL BOGEY MARCH Conway's Band

10-in. BATTLESHIP CONNECTICUT MARCH
\$1.00 Conway's Band

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.

SEES IMPROVEMENT IN THE CREDIT SITUATION IN 1921

Jas. S. Alexander, President of the National Bank of Commerce, Says Progressive Improvements Now Operative Should Result in Better Money Conditions During the New Year

Better money conditions in 1921 should result from the progressive improvements now operative in certain adverse factors of the country's credit situation, according to a statement made by James S. Alexander, president of the National Bank of Commerce. He expresses the opinion that banking may expect to serve the needs of legitimate business with a lesser degree of credit strain than during the past year. The chief cause of betterment, he says, was a reduction in the volume of war paper and frozen and speculative commercial credits in bank resources, impairing their liquidity.

"Business men are justified in feeling confident that the credit situation in the United States in 1921 will be a very different matter from what it has been during 1920," Mr. Alexander's statement says. "Certain specific factors are clearly recognizable as the chief adverse forces affecting bank credit during the past year, and there is every reason for believing they will not be so powerfully operative in the year to come.

To illustrate improvement of unfavorable factors in the situation, Mr. Alexander cites figures of 800 banking institutions, reporting weekly to the Federal Reserve Board, with resources estimated at about 40 per cent of the resources of all banks. From January to mid-October, he points out, these banks showed a decrease of \$500,000,000 in the amount of United States securities owned by them and of \$280,000,000 in loans secured by Government securities, which for the banks would indicate a reduction in war paper holdings of about two billion dollars. There also was a drop of \$200,000,000 in loans secured by stocks and bonds, this item representing in considerable part speculative operations. At the same time loans chiefly for manufacturing, commercial and agricultural purposes showed an increase of \$1,510,000,000.

"These figures indicate that while there has been marked contraction in the non-liquid and speculative elements of bank credits, there has been a continued expansion in the accommodation extended to meet business needs," the statement says. "This explains why, although to mid-October contraction was not operative in the total volume of credit, better conditions were in sight in the banking situation. It was because there had been that marked improvement in the credits of credit."

A contraction of commercial credits set in during October. For this month the reduction of the non-liquid elements also maintained a rapid pace. These two elements of betterment were operative in increased liquidity and contraction of the total.

"If the tones of facts and deductions are of value, it is not because of the light they throw on past events but because of the promise they hold for the future. They carry the conviction that credit conditions should be more satisfactory during 1921 than they have been during 1920. These figures justify business men in expecting our credit resources to function more effectively in the future than they have in the immediate past to facilitate their business operations, because the four great causes of impaired credit in 1920 should not exert the same influence in the year that lies ahead.

"We may assume that war paper, in passing from the hands of the banks, will rest permanently in the hands of the ultimate investor, where it belongs, and that it will not again seriously impair the liquidity of commercial bank resources. We may also hope that we shall not in 1921 see a national transportation breakdown which added a large portion to the impairment of credit. Again, we may expect that there will not be the same violent price changes and that, therefore, commercial credit will not be employed for purposes of commodity speculation to the same extent. Finally,

we may expect that prices and the production of goods will be co-ordinated more closely to normal public demands and the emergency should not arise to carry such large undated stocks over a period of stagnation.

"With these factors absent or reduced in degree it should be possible for business men to find ample means for financing their operations and to make their calculations with the definite assurance that the cost of credit will not be prohibitive while the supply may be relied upon to meet all legitimate demands.

"The situation is yet far from normal. The continued lack of public buying has made it impossible for many commodities and for many lines of merchandise to become reasonably liquidated, and the process cannot be completed until buying once more becomes active and production is again demanded. But the banks have stood by business, and business may feel confident that it is within the power and the inclination of the banks to continue to co-operate."

"TALKER" POPULAR FOR DANCING

Teachers of Dancing Find Talking Machine More Satisfactory Than Orchestra

There is an increasing demand for talking machines among teachers of dancing throughout the country and it is now universally conceded that the talking machine provides better music for dancing than any orchestra. Moreover, the cost of operation is much smaller, while the musical repertoire is always the latest and best, thanks to the up-to-dateness of the record manufacturers.

REMINGTON NEW YEAR'S GREETING

A very cheery and optimistic greeting has recently been received by The World and the rapidly increasing clientele of the Remington Phonograph Corp., of New York City. Following the wish to its friends for "A Merry Christmas and a Happy New Year" the Remington says: "The officers of this corporation are very firmly convinced that the year 1921 will be characterized by peace, plenty and prosperity and express the hope that you may enjoy fully the good things in store for us all."

BRUNO

Because the Victor product occupies the position of supremacy is no reason why the Victor dealer should "lie down." Resting on your laurels is a losing game.

BRUNO

VICTOR READY REFERENCE LABELS

New Issue Offers Several Improved Features of Interest to Dealers Handling Records

Shortly after the first of the year the Victor Co. expects to ship the revised issue of ready reference labels which can be used with all styles of stock envelopes and stock cards. They have, however, several new features. One of the most important benefits claimed for the ready reference label service is the complete cross index which it offers for all records in the domestic section of the catalog. In the new issue the cross index has been brought up to date and include all records now listed. Another feature is a short sales talk which is provided for each record.

A special list accompanies the Red Seal section of the catalog, suggesting records which may be of interest to a purchaser who has shown preference for a certain kind of selection. The new labels also show when the selection was first announced and gives the telephone code word to identify each record. This provides an excellent means for educating the sales person.

Quicken Dealer Turnover

Purchasing Agents to operate with their own Sales Departments by supplying accessories and fittings of distinctive design. Dealers in turn find ready sales for Phonographs and Furniture so equipped.

PHONOGRAPH ACCESSORIES

For Immediate Delivery Needle Units and Double Spring Motors, capable of playing three 12 inch records. Also—Lid Supports, Automatic Stops, Tone Rods, Knobs, Switches, Sockets, etc.

FURNITURE TRIMMINGS

A complete offering in all the Period and Commercial Furniture Lines.

REFRIGERATOR HARDWARE

All sized Locks and Hinges

Samples and complete information on request

Grand Rapids Brass Company
Grand Rapids, Michigan New York: 7 E. 42nd. St.

Edison Message No. 8

The fall of merchandise prices to the normal price level represented by Edison Phonographs brings chaos to many businesses.

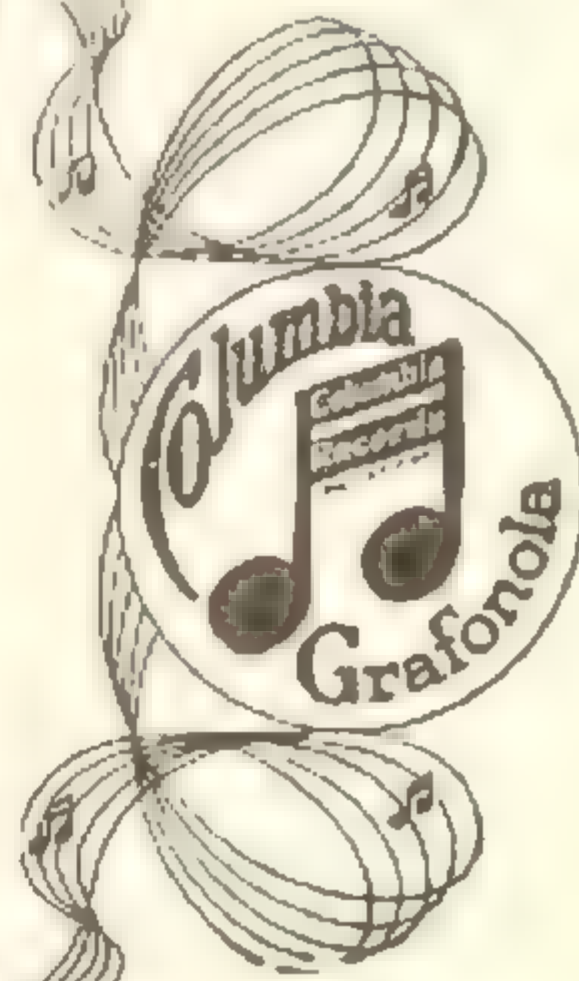
Prices of most merchandise were inflated during and after the war, but the prices of Edison Phonographs, since 1914, advanced only 15%, including War Tax, thereby stabilizing the Edison Phonograph business.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.

Every dealer knows the popularity of Lucy Gates' Columbia Records. The "Doll Song" from the *Tales of Hoffmann* and "A Geisha's Life" are both popular selections. Order a lot of this record for steady sales. A-3326

**Columbia Graphophone Co.
NEW YORK**



TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Ten Months Ending October, 1920, Total \$6,377,974

WASHINGTON, D. C., January 4.—In the summary of exports and imports of the United States for the month of October, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during October, 1920, amounted in value to \$77,614, as compared with \$40,489 worth which were imported during the same month of 1919. The ten months' total ending October, 1920, showed importations valued at \$751,587, as compared with \$445,922 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 9,839, valued at \$481,471, were exported in October, 1920, as compared with 7,113 talking machines, valued at \$262,954, sent abroad in the same period of 1919. The ten months' total showed that we exported 69,784 talking machines, valued at \$3,297,305, as against \$2,336 talking machines, valued at \$1,817,399, in 1919, and 54,675 talking machines, valued at \$1,627,243, in 1918.

The total exports of records and supplies for October, 1920, were valued at \$243,973, as compared with \$292,053 in October, 1919. For the ten months ending October, 1920, records and accessories were exported valued at \$3,080,669; in 1919, \$2,822,653, and in 1918, \$1,812,752.

UNUSUAL COMMENT ON TONE-TEST

An interesting commentary on a recent Edison Tone-Test recital, given in South Boston, Va., in which Miss Grace Hofheimer, the popular pianist, took part, was received by the Edison Laboratories in a letter from the Edison dealer at that place and read as follows:

"The janitor of the high school was present the night of the Tone-Test recital, but it so happened that no one explained to him the purpose of the concert, or what was to take place. The next morning, when we went to remove the instrument from the auditorium, he came up with the remark that Miss Hofheimer was a wonderful woman. 'She must have electricity in her fingers,' he said.

"'Why,' we asked.

"'Because,' he replied, 'she would raise her hands off them keys and the piano kept playing.'

"Now wasn't that a delicate compliment?"

TO CONCENTRATE ON WHOLESALE

The Artophone Corp., of St. Louis, has announced that after January 1 it will confine itself to wholesale business exclusively. It, therefore, retires from the retail talking machine and record field in the Saintly City.

TIPS FROM THE SUCCESS MARKET

Worth-while Advice Given by Writer in Steger Employees' Magazine

Under the heading, "Tips From the Success Market," Harry I. Shumway has a very interesting article in a recent issue of the Steger Employees' Magazine, published regularly by the Steger & Sons Piano Mfg. Co., manufacturers of the Steger phonograph. The article gives some very illuminating insights on business in general and defines some common terms as follows:

"*Perseverance, Unlimited.* Here is a gilt-edge stock that will pay you dividends from a hundred to a million per cent. There isn't the least chance of a loss. Stockholders in this company report gains beyond their wildest hopes. Rumors that this company has merged with the *Cent or Century Company* are not denied. There are melons being cut every day. So many, in fact, that space forbids mentioning them.

"*Stick to it Industrial Corporation.* A good stock of permanent value. Satisfactory dividends are regularly paid. There have been adverse reports, at times, concerning this stock, and an expert was employed to investigate. It turned out that those who had not realized dividends were investors also in *Ship headed Association*. The two look something alike at first sight but are really entirely different.

"*Safe and Profit Company, Inc.* One fine stock, says the expert, and one that will be in greater

demand than ever. Always has paid good dividends and always will. There is no limit to what it can earn. If you have never taken a flier in this worth while stock, better get aboard. You'll enjoy possessing it aside from its intrinsic possibilities.

"*Take It Easy Mine.* Not recommended. So far this company has never paid a dividend and nothing on the horizon indicates that it ever will."

FAMOUS VICTOR ARTIST TO WED

Mme. Amelia Galli-Curci, grand opera star and famous Victor artist, will be married to Homer Samuels, her accompanist, in St. Paul or Minneapolis, on January 16. Mme. Galli-Curci, in announcing her approaching marriage, said she was very happy. Although the famous prima donna has applied for American citizenship and will complete her naturalization papers before her marriage, yet inasmuch as Mr. Samuels is an American her marriage to him makes her one.

BUILDING UP A GOOD BUSINESS

John H. Biebing, for many years a member of the American and Haydn quartets, and who, as announced in *The World* some months ago, has opened a new Victor store at Hempstead, is building up a very nice business in that section of Long Island, and is active in the musical life of the community.

YAZOO RIVER RED GUM

Specials for prompt shipment:

2 cars 1 1/4"	1st and 2nd Plain Red Gum.
1 car 1 1/2"	1st and 2nd Plain Red Gum.
5 cars 2"	1st and 2nd Plain Red Gum.
8 cars 2"	1st and 2nd Qtrd. Red Gum.
8 cars 2 1/2"	Common and Btr. Qtrd. Red Gum.
4 cars 3"	Common and Btr. Qtrd. Red Gum.
8 cars 1 1/4"	No. 1 Common Plain Red Gum.
10 cars 2"	No. 1 Common Plain Red Gum.
2 cars 2"	No. 1 Common Qtrd. Red Gum.
10 cars 2"	No. 1 Common Qtrd. Red Gum.
3 cars 3"	No. 1 Common and Btr. Plain Red Gum.
5 cars 1 1/4"	1st and 2nd Sap Gum.
5 cars 1 1/2"	1st and 2nd Sap Gum.
10 cars 2"	1st and 2nd Sap Gum.
2 cars 3"	1st and 2nd Sap Gum.
5 cars 1 1/4"	No. 1 Common Sap Gum.
5 cars 1 1/2"	No. 1 Common Sap Gum.
10 cars 2"	No. 1 Common Sap Gum.
2 cars 3"	No. 1 Common Sap Gum.
5 cars 1 1/2"	No. 1 Common and Btr. Qtrd. White Oak.
5 cars 3"	No. 1 Common and Btr. Qtrd. White Oak.
5 cars 4"	No. 1 Common and Btr. Qtrd. White Oak.
10 cars 1"	No. 1 Common and Btr. Qtrd. Red Oak.
6 cars 1 1/2"	No. 1 Common and Btr. Qtrd. Red Oak.

Our Red Gum is of soft texture and rich dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.

A Lyric Agency Is a Money-Maker

To those dealers appreciating a quality record---prompt deliveries---first releases and a favorable sales arrangement, we can offer a money-making opportunity.

LYRIC RECORDS are backed by a national and local advertising campaign, thus creating a demand in territory where dealers can "cash in" on the demands.

Ours is a permanent and constantly growing organization and dealers here have an opportunity of obtaining an agency with a steadily increasing value.

Co-operate and Grow

A Lyric Jobber Is Ready to Serve You



Send at once for latest bulletin and offer to dealers

LYRAPHONE CO. OF AMERICA 117 Mechanic St.,
NEWARK, N. J.

AN ENVIABLE SALES RECORD

Granby Dealers in Norfolk Sell \$67,000 Worth of Machines in Three Weeks' Time

Norfolk, Va., January 2—An illustration of what can be done by any merchant who will get up and hustle is given by E. C. Howard, director of sales of the Granby Phonograph Corp., of this city. Mr. Howard gives us as a specific instance the experience of Philip Levy & Co., Granby dealers of Norfolk, from December 1 to December 24 of 1920. In that period Levy & Co. sold 421 Granby phonographs totaling \$67,000. The population of Norfolk is only about 135,000. These sales were built up with no other help than intensive selling, backed up by constant newspaper advertising. The largest spread of the newspaper campaign did not exceed one-half page and the usual size of copy was one-eighth page. This large volume of sales was also made with the competition of possibly twelve or more other dealers carrying other lines. Mr. Howard states, and this instance proves, that a certain part of the inaction in the talking machine trade is psychological rather than actual. Mr. Howard said, in closing the report on this incident: "Of course, we all know conditions are below normal and the dealers in Norfolk who depend so largely on tobacco and cotton are in no better shape than anyone else, but, given the proper attention there is plenty of business for at least one live concern in every town if he will only go get it."

Those in the trade who have met E. C. Howard realize that he is a man who practices what he preaches, as may be seen from the steady and healthy growth of Granby sales under his direction.

DEALER CREATES HUMAN INTEREST

McKelvey Co. Uses Special Stories to Push Sales of Special Records

The McKelvey Co., Victor dealer of Youngstown, O., makes a practice of creating a human interest background to a particular record of which it wishes to boost the sale. The following illustrates the idea in detail as it was used by this company to make a background for sentimental records.

"Sentiment! What a word it is! The destiny of a nation, the course of a human life, the action of all mankind are swayed by it."

"Many laugh at sentiment and pretend they have none. Believe them not! Somewhere in the secret chambers of thought is a remembrance of old loves, the tender touch of a vanished hand, buried deep in an ancient trunk or bureau is a packet of letters, a diary inscribed in youthful days, or perhaps a faded shawl that once covered the frail shoulders of a beloved mother."

"The best loved songs of all time have been songs of sentiment. Other songs may come, have their day, and disappear. But the song that voices a true sentiment, spoken from a full heart, remains."

"Such a song arises only too seldom from the world's turmoil, but when its rare melody at last is heard it stirs the hearts of millions. Such a song is a power for good, a creator of an unmeasured, a flawless diamond gleaming among earth's dusty pebbles."

HOLDS PARTY FOR THE CHILDREN

Jackson Columbia Dealer Entertains 2,500 Boys and Girls in Novel Fairyland Fete—Good Example of Community Work by Retail Dealer

Stern's Music Shop, of Jackson, Mich., recently held a very effective children's party during the local fair week. While the fair was in progress the manager of the Gratonola department of this house arranged a "Fairyland," which was attended by about 2,500 children. Circulars and tickets were distributed throughout the city and country roundabout advertising was inserted in the newspapers and school teachers were visited, all with a view to getting the children of Jackson into the store.

For their reception, the entire store floor was cleared of practically all furniture and made into one large playground; trees were brought in from the woods and set up; beautiful singing birds in small cages were placed among the branches; hundreds of Japanese lanterns were hung around the store, each illuminated with a small electric bulb; the display windows were filled with toys and the glass panes were covered with cut outs of lions, bears and other animals, and the demonstration booths were fitted up to correspond. A number of students were dressed up as fairies and they danced and sang from the balcony above the demonstration booths to the tune of a Gratonola. Souvenirs were given to each child as he left.

It was a wonderful example of how a large number of children can be successfully entertained by a retail merchant and, of course, experience has shown that it pays to win the good will of the children in your community.

The manager of this store has the following to say about the appeal to youth: "Children like the things that they can understand and that suit them. A beautiful shop with great big brightly lit windows and massive furnishings, awes a young child into silence and shyness, even though he may be impressed with its beauty. But the moment he sees a little carpet and a small table, on which is a child's book, his shyness vanishes and he feels comfortable and at home. He becomes interested in everything in that corner, for he feels that he has found a place in which things for children are displayed. The spell is cast and at once that spot becomes his stamping ground."

USES STRIKING COLUMBIA DISPLAYS

Minneapolis House Has Policy of Arranging Novel Displays in Demonstration Booths

The Gratonola department of the Hurley-Morin Frank Co., Minneapolis, has made quite a success of its policy of fixing up the record demonstration booths with striking displays. One booth recently was decorated with flags and other patriotic insignia to feature the "American Legion March." Another was fitted up with a Japanese model, a fan, Japanese lanterns and several pieces of Japanese bric-a-brac, to feature "The Japanese Sandman."

ADVERTISES IN JEWISH PRESS

The Revere Phonograph Co., of Revere, Mass., has found it profitable to advertise Jewish selections in the Jewish newspapers. It has built up quite an additional record clientele in this way.

Why YOU need them

They're well advertised.

They're in demand.

They bring you a good profit and more cash on each sale.

There is nothing "just as good."

Sonora
THE TREASURE OF QUALITY
CLEAR AS A BELL

Semi-Permanent Phonograph

NEEDLES

give complete satisfaction. They play many times, do away with the inconvenience of frequent needle changing and increase the records' life.

These needles bring regular customers to your store. Send your order in today.

25c per package of 5 40c in Canada

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTON, President
New York, 279 Broadway

Canadian Distributors: I. Montague & Co.
Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.



**Superior Workmanship
Superior Finish
Superior Service**

Trade
"SUPERCASE"
Mark
DIE CASTINGS

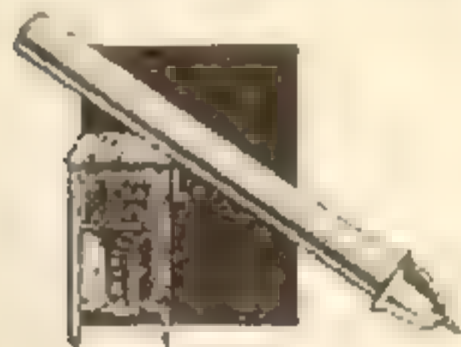
THE SUPERIOR DIE CASTING CO.
411 FRANKFORT AVE. CLEVELAND, OHIO

Now—12 Tonofone Needles for 25c!



Tonofone

The Phonograph Needle
With the Flexible Point



Send Coupon for Sample Needles FREE

Dealers and others who have not tested Tonofone Flexible Point Needles recently, are invited to send coupon below for FREE sample to test at our expense. Prove for yourself that Tonofone Needles are musically, mechanically and scientifically correct.

R. C. WADE COMPANY
110 S. Wabash Avenue, Chicago, Ill.

Gentlemen:—Please send FREE Samples of Tonofone Needles for us to test at your expense.

Name

City

State .. Street

DEALERS—Here Is a Bigger Profit for You!

Here is the most attractive price and profit proposition you were ever offered on Tonofone or any other phonograph needle.

To introduce our new, bigger value, bigger profit package, which gives your customers 12 Tonofone needles for 25c, we are offering you a price of \$14.00 a carton of 100 packages—or \$7.50 a half carton of 50 packages.

The \$14.00 carton retails for \$25.00 giving you a profit of \$11.00 a carton, or 11c a package. This is 44% on your selling price and 79% on your investment. You will recognize this as a very exceptional profit.

Why not fill out the coupon below and order direct from this advertisement? You will need a big stock of Tonofone Needles at this after-holiday season, when phonographs are most largely used. It is the best time to introduce this new 25c package, which gives your customers so much more for their money, and you a bigger profit.

The Tonofone Flexible Point is one of the greatest inventions in phonograph needle history. Scientific new methods have now brought it to a very high degree of perfection. Each needle plays 20 to 50 records—any disc record on any phonograph—one needle for all tones.

The Tonofone flexible point is of correct and uniform size—not tapered. Being flexible it brings out clearer tones and gives more accurate reproduction. Being softer than any record, it minimizes surface noises and prolongs the life of records. Now sold by over 1000 leading talking machine dealers everywhere.

Please order direct from this advertisement, using coupon below. The needles will be shipped on our positive guarantee. Terms: Cash with order, less 2% or 30 days net on approved references or established credit rating.

R. C. WADE CO.

110 S. Wabash Avenue Chicago, Illinois

Tonofone

The Phonograph Needle With the Flexible Point

R. C. WADE CO., 110 S. Wabash Ave., Chicago, Ill.

Gentlemen: Please enter our order for Tonofone Needles as follows, which may be shipped through one of your wholesale distributors.

..... Cartons, 100 packages, at \$14.00.....

..... Half Carton, 50 packages, at \$7.50.....

Firm Name

City

State .. Street

Above is purchased subject to your positive guarantee

Window Dressing One of the Fundamental Arts of Retail Merchandising :: :: By C. J. Potter

Before Advertising Clubs Convention

When you go to a store in this city, you find a window display that is a thing of beauty. It is a place where the dealer has spent many dollars to make a place that is a work of art. It is a place where the dealer has spent many dollars to make a place that is a work of art. It is a place where the dealer has spent many dollars to make a place that is a work of art.

The window display has been made in the art of window dressing during the last quarter of a century is truly remarkable. But knows what can be done when science and brain power are concentrated on one thing. To-day window dressing is an art and is considered one of the most potent factors in retail merchandising. Over 10,000 men are following this profession, many of them spending their entire time to planning the display which are to be seen in store windows in every city in the country.

The talking machine industry is one that is vitally interested in the window display. Both manufacturers and dealers have learned the wisdom of using windows for the display of their merchandise. Manufacturers have prepared special material which the dealer may use in his window to advertise the manufacturer's product. This material has been planned with care and is designed to accomplish one thing—to increase the dealer's sales. It has

been estimated that from 30 to 50 per cent of sales are made from window displays. Some dealers have valued their windows at \$200,000 a year!

Window displays come in for much attention on the part of every live talking machine dealer who has a wealth of material offered him in

*Some Merchants Say
Thirty to Fifty Per-
cent of Their Sales
Can Be Attributed
To Window Displays*

order that he may make the best of his opportunities. Manufacturers have taken occasion to complain at various times over the apparent lack of interest on the part of their dealers in the material sent out to them. In this connection it is interesting to note the opinion of C. J. Potter in an address before the convention of the Associated Advertising Clubs at Indianapolis in June. Mr. Potter said:

"In the past year I have read a great many articles written by advertising men, sales managers and others on dealer help. Some of them

insisted that the dealer was a no-account, lazy, loafing fellow who didn't appreciate the wonderful things he was being furnished to help him get rich. Some good suggestions were offered by these writers, but I fear that the men who plan the big campaigns are not well informed on the subject of window display. They probably realize to some extent the potent selling force of a window, but they forget that window advertising is a highly specialized profession and instead of calling in a practical display man they put an advertising writer or an artist on the job to design the displays for a campaign. The result—not used by the dealer. Why? Not practical.

"Take the case of many of the large stores. You would be surprised at the amount of cut-outs, dummy cartons and lithographed cards which are sent to these stores and are in turn sent to the waste paper baler. And, gentlemen, do not blame the merchant for the stuff was sent in keeping with the rest of the store. It was designed by a man who knew nothing of the character of display material which was being used by these big establishments, therefore a waste of effort and money.

"There is no excuse for any man who is handling an advertising campaign not to give his client a complete service. I firmly believe that an advertising campaign which has for its purpose the selling of merchandise through retail stores is incomplete without window display help and show cards, so that the force of the campaign can be crystallized in the merchant's window.

"Having window display helps for manu-

The HOWE



C.W. Howe & Company
21 East Van Buren St. Chicago Ill.



facturers who wish to cooperate with the larger stores, who, after all, are the real merchandisers of this country, it is well to remember that these stores are big institutions and are well organized and departmentalized and, in many instances, spend more money for advertising than do a lot of the national advertisers.

You can readily see how very important it is to have the display men design the displays for manufacturers and if many display men were called upon the advertising companies there could be thousands of dollars saved each year.

"The display man knows how to make the displays an integral part of the advertising, because he will put the same selling arguments about the article that are embodied in the copy. The display will have the same appeal because he understands how to combine color, art and design so that they will express the same thought as featured in the national publications and local newspapers.

"A questionnaire sent out by Mr. Potter previous to the convention addressed to a number of display men, asking them the amount of display material received each year from manufacturers, how much of it was available and suitable for their purposes, what kind of material they found practical and what kind the most impractical."

"In analyzing these questionnaires when they were returned," said Mr. Potter, "it was evident that the manufacturer has little knowledge of the needs of the larger stores in the way of display material, for quite a large percentage of material that is sent out is not acceptable, is a great many of the show cards are too large. Some of the cutouts, especially those that are lithographed, are in the wrong colors.

The material which seems to be the most acceptable are cutouts of photographic enlargements and small counter signs, the latter with the easel backs. Mechanical and moving displays of the manufacturer's product were voted 'no good at all' as they detracted from the merchandise.

"It is, therefore, obvious that cutouts illustrating the use of the merchandise made properly are the most acceptable and the type liked best are photographic enlargements or reproductions of hand paintings."

So far the discussion has had to do principally with the larger stores. Many of the talking machine stores in this country fall under a second class, which is made up of smaller stores where a regular display man, as such, is not retained all the time. It is this type of dealer that the manufacturer can most help by furnishing practical display material and display ideas. Such material must be very different in size and form from that furnished to the larger stores, because of the different requirements.

It has been suggested that the manufacturer, before preparing a set of display material, secure the services of an experienced display man and send him to visit the various stores to decide just what material would be of most value to all concerned. Once the decision has been

made then the different display sets are to be constructed carefully and sent out to the dealer. Careful instructions should accompany each display. The idea behind the instruction is not to try to make a display man out of the dealer, but to show him how he can use his display in a way to get the desired results.

When the displays are sent out they should be returned as to fit up with the magazine and newspaper advertising of the manufacturer. Jobbers should have supplies of these displays in abundance so that they might distribute them to the dealers on time. With the display material at hand in all parts of the country it is easy for the dealer to get his set and have it set up in his window when the national advertisements appear. In the talking machine field this has been done to a large extent under recently improved methods and it is to this that the industry owes a measure of its success. But the rules laid down cannot cover all circumstances, as Mr. Potter pointed out in his conclusion as follows:

"Every manufacturer has his own problems, because the thing that will register for one manufacturer will not register for another. Therefore it is absolutely necessary to design windows for each special line, but before designing be sure and get out from the retailer if they are the thing that he wants and if you will let him you will find that the retail merchant will work with the manufacturer hand in hand to create greater sales for his product."

EDISON PLAYS PRINTED

Playlets Originally Presented During Caravan Tours Now Ready in Printed Form

The Edison Laboratories have just had printed a modest pamphlet containing the five plays shown at the 1920 Edison Caravan Convention in New York, Chicago and San Francisco, which is in response to repeated demands from the trade. A copy is being sent every day on dealer.

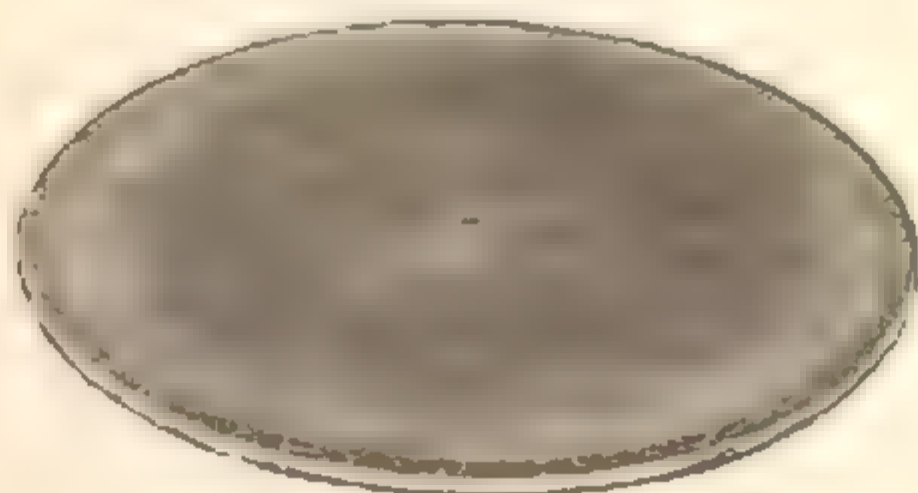
Although the 1920 Edison Caravan Convention is regarded by many as something past and gone, interest in it still seems extraordinarily alive, and especially keen have been the attention and curiosity aroused by the five one act business plays, written by William Maxwell for the convention sessions.

One of the greatest tributes paid to William Maxwell, and to the products of his pen, up to the present time, is contained in an article written by Arthur McClure for a recent issue of *Printers' Ink*, called 'Bringing the Stage Into the Sales Convention.' After dwelling at length upon the plays themselves, Mr. McClure says:

"As a playwright, the vice president of the Edison Co. is in a class by himself. He wrote five plays so that not more than three actors would be needed in each one and so that the same three performers, two men and one woman, could handle the three parts. Managers of stock companies take notice! This is efficiency."

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845

TROY MUSIC HOUSE HAS BIG YEAR

Increase of 150 Per Cent Over Last Year Reported—Special Window Display Used in Troy, Albany and Schenectady Stores

Troy, N. Y., January 4.—Cluett & Sons, the enterprising piano merchants of this city, have closed a very big year in their talking machine department, which has been under the capable



Cluett & Sons' Aeolian-Vocalion Window management of Amos H. Russell. The increase over last year's sales is estimated over 150 per cent. This is certainly a showing of which all concerned can feel proud. This company arranged a very attractive Christmas and New Year window, which was used in the Cluett stores in this city as well as Albany and Schenectady. The illustration herewith gives but a very meager idea of its attractiveness.

RIDGEWAY'S NEW COLUMBIA STORE

Ross Drug Co. Establishes Attractive Music Section, Featuring Columbia Line

RIDGEWAY, Pa., January 4. The Ross Drug Co.'s musical department is a very attractive addition to the big storehouse. A large section of the rear alongside the prescription department has been partitioned off, and with the big window makes a very comfortable light, roomy room for the display of their line of Columbia Gramophones, records and musical merchandise. The acoustic properties, too, are particularly appropriate. The Columbia Gramophone is here shown in the various styles and designs and different woods.

The Ross Drug Co. has arranged for weekly shipments as fast as they are released, and customers may order special records in these shipments. The general public is invited to visit the department.

BIG SONORA HOLIDAY ADVERTISING

Sonora dealers located in metropolitan New York reported considerable results in sales through the advertising which was inserted around the holidays by the Sonora Co. in the New York Times, Journal, World, Sun and Globe. In these ads the new standard piano models were featured.

A note from Edith Helena, who is singing in vaudiville down South, states that she saw a young negro in front of her hotel in Tampa, Fla., and asked him how he spent his time.

"Oh, Ah jest sets an' thinks," he replied, "an when Ah ain't thinkin' Ah jest sets."

PLAN NEW NATIONAL ASSOCIATION

Music Trades Association of Southern California Moves to Form National Organization of Talking Machine and Phonograph Dealers

Los Angeles, Cal., December 31.—J. W. Bothe, general manager of the music department of Barker Bros., introduced a resolution at the last general meeting of the Music Trades Association of Southern California which had for its object the formation of a National Talking Machine and Phonograph Dealers' Association and the committee was accordingly instructed to write a letter to the various associations with this purpose in mind.

The following letter has been sent over the signature of A. G. Langhanson, the secretary:

A resolution was adopted at our last meeting which has for its aim the formation of a National Association of Retail Talking Machine and Phonograph Dealers, and the secretary was accordingly instructed to write to all of the retail talking machine, phonograph and music trades associations throughout the United States and ask them for their support and cooperation towards the formation of such an association, the object being the advancement, betterment and protection of the industry.

It was suggested that delegates from the various associations should attend the Chicago Convention of Trade Merchants, which is to be held during the Spring of 1921.

Enclosed you will find a copy of our constitution and by-laws, together with a list of some of the resolutions adopted during the past few months. These are for your information. Copies of some of your motions and resolutions would be highly appreciated by us."

ACTIVITY WITH BROOKS MFG. CO.

SARASOTA, Fla., January 3.—Despite the slowing up of trade in many industries the Brooks Mfg. Co., widely known through its creation of the Brooks Automatic repeating phonograph, is enjoying a very excellent volume of business and looks forward in a most optimistic way to increased business during 1921. Dealers who have handled this product are very enthusiastic about its fine and musical qualities, as it contains a number of exclusive features which enable it to make a wide appeal.

Have you noticed that the most successful seller of the recent holiday season was the dealer who was "the farthest for trade?"



**Made in Our
Watch Oil
DEPARTMENT**

which for half a century
has made 50% of all the
watch, clock and chronom-
eter oil used in America

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and wood-work and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3 1/2-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

FALK OPENS NEW VICTOR STORE

Wisconsin Dealer Has Exclusive Victor Agency for Live Business Center

STOUTENON, Wis., January 4.—O. N. Falk & Son have converted the rear part of their offices on the second floor of the Rexall store into demonstration rooms for Victrolas for which they are the exclusive agents in this city. These rooms are now stocked with a large line of Victrolas in the different woods and in a wide variety of sizes and styles. In the near future it is the intention of O. N. Falk & Son to erect an inside staircase to this demonstration suite, and in time it is expected that the firm's steadily growing business in Victrolas and Victor records will be transferred to the second floor.

E. J. PRUIN BRANCHES OUT

E. J. Pruin, of Zeeland, Mich., has built up a very successful talking machine business in addition to handling pianos and other musical instruments. Branches have been opened recently at Holland and Grand Rapids, with the Edison as the basic instrument.



Putnam-Page Company
VICTOR DISTRIBUTORS

¶ Central Illinois and its environs are rich in Victor opportunities, and to the dealer who has vision and merchandising courage we offer an exceptional service.

¶ That service is based on the dealer's proximity to our distributing headquarters and his desire to make his business representative of the product we distribute.

PUTNAM-PAGE COMPANY

PEORIA, ILLINOIS

ACME-DIE

• CASTINGS •

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago



EXTRA!

Bert Williams has discovered that "Eve Cost Adam Just One Bone"! Hear it and you'll laugh so hard that the coupling will come true—"You'll Never Need a Doctor No More." But you'll need extra clerks to handle the rush of customers when you put this record on sale. A-3339

Columbia Graphophone Co.
NEW YORK

SONORA MEN TO GO ON TOUR

L. C. Lincoln Will Cover Pennsylvania and J. W. Desbucker New York

L. C. Lincoln, advertising manager of Sonora Phonograph Co., plans to make a trip through parts of Pennsylvania in the early part of January. He will visit several dealers in this territory and discuss with them the problems of advertising and retail management for 1921.

J. W. Desbucker, of the Sonora advertising department, will also make a trip through New York State, and his purpose will be identical with that of Mr. Lincoln.

OPEN NEW BRUNSWICK SHOP

Phonograph stores in New Brunswick, N. J., have been closed since the closing of the Brunswick Corp. All efforts are being made to get the store open in the near future.

All models of records and pieces of equipment are displayed in the new Brunswick shop, which has been opened in the city of New Brunswick, N. J.

FIFTY LINES OF ACTIVITY

Music Industries Chamber of Commerce Is Working Along Half a Hundred Lines Connected With the Music Industry

There has just been issued by the Music Industries Chamber of Commerce an imposing list of fifty lines of activity in which the various divisions of the Chamber are at present actively engaged. With most of these activities the majority of the trade members are already quite familiar, for they have come in direct contact with them in one way or another, but the list calls to attention considerable special work with which the trade is not quite so familiar at the present time.

Particular interest attaches to the work of the National Bureau for the Advancement of Music, one of the principal activities of this important department of the Chamber being the publishing of the weekly series for the music press, "Advancement of the Industry," community groups work for campaign for the appointment of music commissioners, the advertising campaign, the co-operation work with other organizations, preparation of special literature, etc., etc.

The work of the Local Bureau is outlined in a circular letter with special emphasis laid upon the activities of the Export Bureau and representatives in Washington in connection with many important legislative matters that are constantly coming up and which are demanded to attract the trade's interest.

For more information is offered regarding the activities of the Export Bureau, which is now in active operation and is accomplishing results. The work of the Better Business Bureau, and of the Trade Service Bureau, now in process of development, also receives attention and there are listed half a score of unclassified activities of the Chamber that are in themselves of distinct importance and are calculated to keep the trade informed and to develop propaganda that will prove of interest to members of other trades. Government officials and the public generally in these and the things that go to make music for these unclassified activities, perhaps the most interesting from a trade point of view, is the new list compiled by the Chamber and its various divisions for the organization of various State and local associations and in the development of these bodies.

INSPECT RECORD EXCHANGE SYSTEM

New York Men Go to Philadelphia to Observe Workings of New Exchange System

L. G. French, secretary of the Talking Machine Men, Inc., the organization composed of dealers in talking machine dealers of New York, New Jersey and Connecticut, and Irwin Kurtz of Philadelphia, recently made a trip early this month to Philadelphia to observe the workings of the new exchange system recently inaugurated by the Talking Machine Men's Association.

REMINGTON FACTORY FOR TRENTON

Site Along Pennsylvania Railroad Tracks Purchased by New York Company for New Plant

TRENTON, N. J., January 3.—Local real estate circles in this city report the recent sale of a large tract of land comprising about fifteen acres advantageously situated along the line of the Pennsylvania railroad and close by the Trenton Fair Grounds. The purchaser of this large tract is the Remington Phonograph Co., of New York City, and it is expected that plans will shortly be laid for the erection of a large and modern factory for the manufacture of Remington phonographs. The selection of Trenton for the new Remington factory is said to be due principally to the advantages which the site offers in the way of transportation facilities and labor conditions. A frontage of 575 feet along the Pennsylvania railroad will provide excellent shipping facilities to distant points. The production of Remington phonographs is now accomplished in two factories, one in Brooklyn and one in Jersey City and the executive offices of the company are located at 1642 Broadway, New York City.

A VERY HELPFUL HOUSE ORGAN

The Puritan Full of Material That Is of Practical Value to Any Retailer

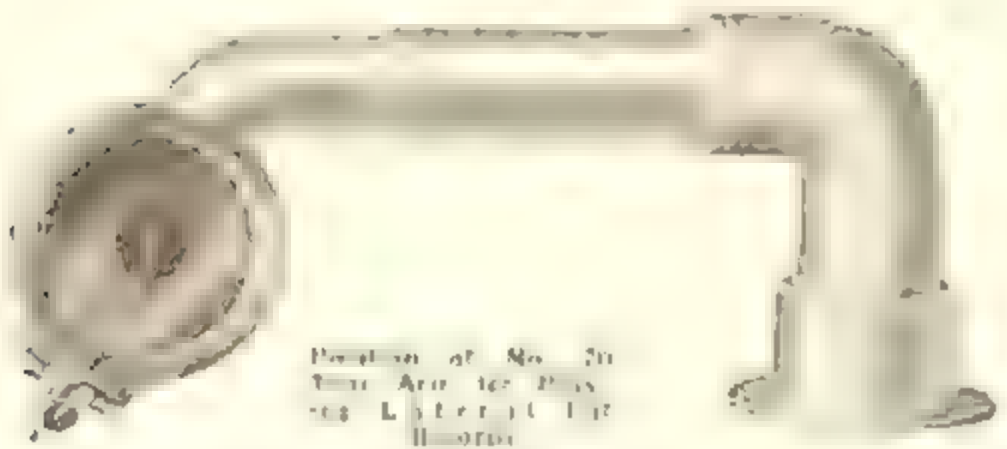
One of the brightest of the various house organs that come to the desk of the editor of The World is The Puritan, a snappy little monthly publication devoted to the interests of the Puritan phonograph and issued by the United Phonographs Corp., St. Louis, Mo. The editor of The Puritan has the faculty for collecting news and advertising ideas of genuine value to the dealer and presenting them in a manner that is understandable and practical. The Puritan dealer who gives the proper attention to this publication cannot help but gather from it as that if properly applied, will mean more business.

ROTTEN STONE

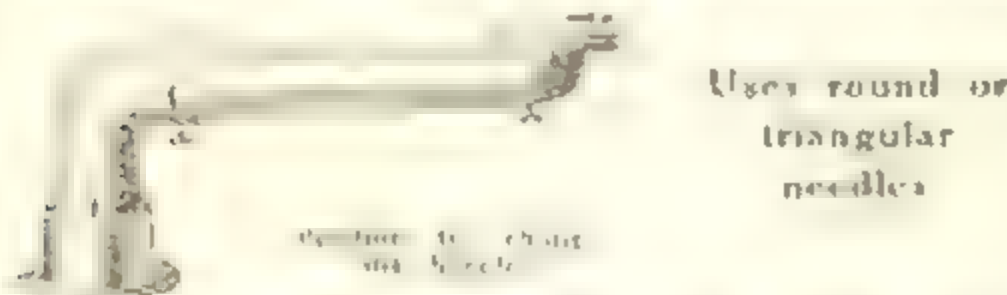
We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City

ANNOUNCING ASSOCIATED No. 70 UNIVERSAL TONE ARM



Quality Construction
Unusually Good Tone No Blasting
For use in Phonographs retailing up to \$100.

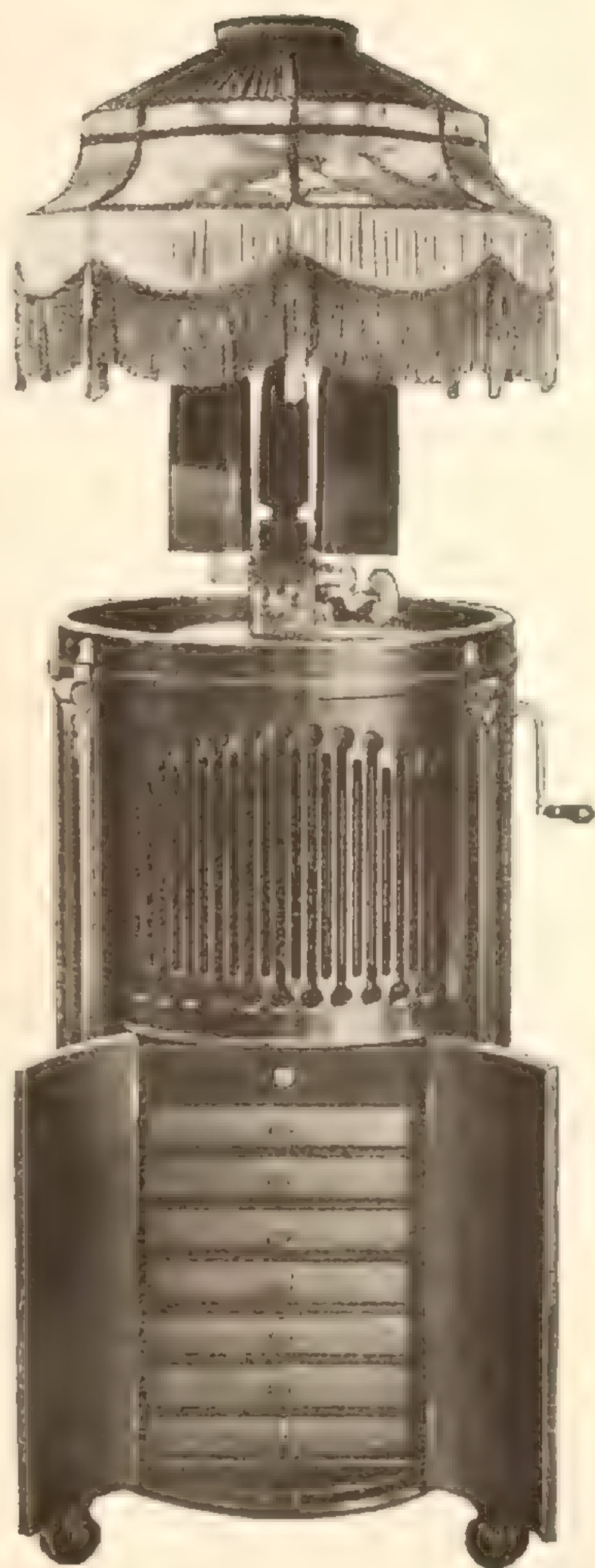


The price is right for low priced machines and the quality is there for high-quality instruments.



Price for sample—\$2.00
Quotations upon application

Associated Phonograph Supply Co.
Dept. 70 Cincinnati, Ohio



*A Circular Instrument
Luxurious In Finish
Lamp Detachable*

Eye and Ear Appeal

*Combined They
Make Easy the
Selling of the*

Modernola

THE tone of this different instrument measures up to the musically educated. Modernola tone is accurate---rich---full---even.

Then it has an added appeal---its unique and indescribably beautiful appearance. An individualized instrument of circular design, surmounted by silken lamp, it is a real creator of atmosphere in any home setting.

The Modernola enhances music values. It cheers. It sentimentalizes.

Increased production permits an extension of territory. Jobbers and dealers are invited to write for information.

THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Distributors:

Eastern Phonograph Corporation, 100 West 21st Street, New York

BRUNSWICK IN WILKES-BARRE, PA.

Large Department Store, for Years Opposed to Talking Machines, Takes Brunswick Agency

Wilkes-Barre, Pa., January 5.—"Mr. William" is not a name of department stores in the East, has seen the success of the Brunswick. Although this company has always declined to handle talking machines it was only after careful thought and thorough inspection of the various makes on the market that it decided on the Brunswick.

The Brunswick department which is fully equipped with sales and record demonstrating to other, all of which are satisfactory, is one of the finest in the section. An experienced man is in charge.

They are thorough believers in advertising and immediately commenced running full-page ads announcing the adoption of the Brunswick, which ads are bringing more than satisfactory results.

MAX SMITH A REMINGTON DEALER

Brooklyn Man Expects Great Things of New Agency in Brooklyn

Among recent dealers who have taken on the Remington line of phonographs is Max Smith, at 798 Franklin avenue, Brooklyn, N. Y. Mr. Smith is enthusiastic over the Remington proposition and plans to give it a vigorous representation in his locality. This new Remington dealer was appointed by Joan Street, distributor of Remington phonographs in Brooklyn and the entire length of Long Island. Mr. Street expects shortly to announce several new appointments of local agencies to be established. Mr. Street also conducts record warehouses for the Remington line at Freshman avenue, Brooklyn. He reports that the Remington line is popular in the city of churches and borough of homes and that sales have been very satisfactory.

ORMES IN TEMPORARY QUARTERS

Victor Distributor, Undaunted by Fire Loss, Finds New Location and Resumes Business—Now Serves Dealers From 103 E. 125th Street

The ability to promptly recover from misfortune and to push ahead as though nothing had happened is a true test of the character of either man or organization. This test was proved in the recent fire at Ormes, Inc.

On the day that last month's issue of *The World* went to press the destroyed the warehouses of Ormes, Inc. Victor distributors at 26 East 125th street, New York City. Scarcely had the flames died out when Clarence L. Price, head of the Ormes organization, set about securing new quarters to carry on the business. The fire occurred on Friday evening and by Monday morning the organization had found new quarters two blocks distant, at 103 East 125th street, on the northeast corner of Park avenue. The new quarters are located on the fourth floor of the large business structure at that address and have every facility for the successful carrying on of Ormes' service to the Victor retailer. An excellent emergency stock of Victor merchandise was secured and with hardly the loss of a business day the business of Ormes, Inc., progressed as usual even to the same telephone number, Elsie 7332, which number has so often proved a lifeline to the Ormes Victor retailer in the past. Mr. Price was able to secure an immediate transfer of his home or telephone line to his new location.

NEW BROOKLYN CORPORATION

The Sterling Art Co., Inc., Brooklyn, New York, has received a charter from the Secretary of State, to deal in talking machines, musical instruments, etc. The capital, \$25,000. Directors are Archibald M. Liles, 21 East 14th street; William A. Price and Ruth Price, 180 East 14th street, Brooklyn.

VIRGINIA REA APPEARS IN OMAHA

Brunswick Artist Entertains Lions' Club With Pleasing Recital of Songs

Omaha, Neb., January 4.—The Brunswick-Balke-Whendler Co., through the district phonograph manager, R. S. Pryor, recently had the pleasure of presenting Miss Virginia Rea to the Lions' Club, a business men's organization of this city.

Miss Rea sang a very beautiful Spanish song, which was received by this club with a great ovation. Her repertoire was magnificent and was highly complimented and encored by everyone present and the Brunswick concern was congratulated on being fortunate in having so charming an artist sing exclusively for it. Her complimentary song was greatly appreciated and it was the unanimous desire of everyone present that Miss Rea appear again in concert in Omaha in the very near future.

FISHING AND BUSINESS ARE ALIKE

The angler will tell you his sport is the greatest man has discovered beneath the sun, and even an angler you will agree with him.

In the first place it gets you up early (as any worth-while business should), then it requires a fine patience (which most business does) and a skill in feeling the nibble and making the landing which will do justice to the keenest minded salesman "angling" for a prospect.

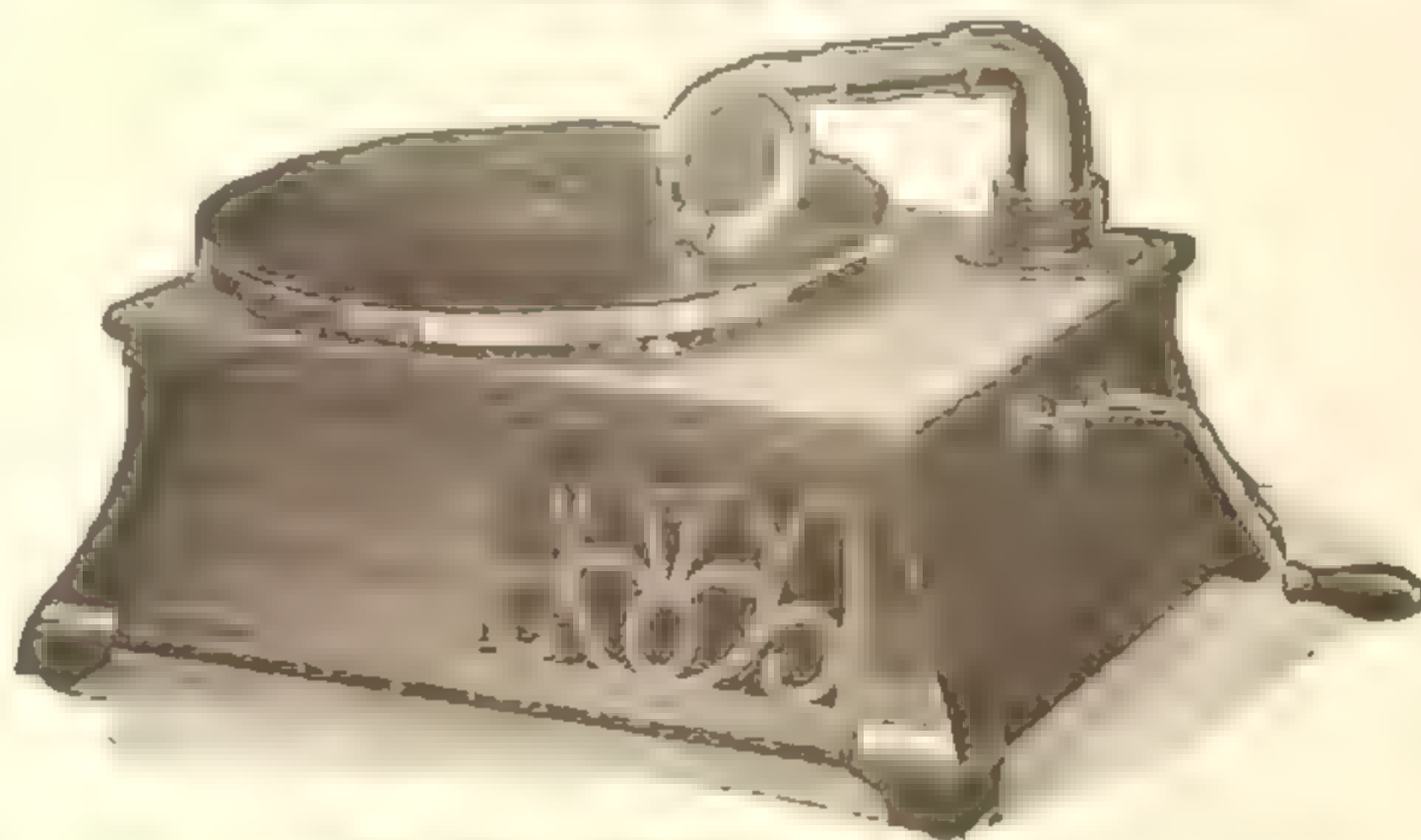
Unless you have some of the fisherman in your makeup you have missed some very essential attributes of the perfect salesman.

Cultivate patience in talking to your dealers and exercise wisdom and judgment in "landing" them.

And by the way, do not forget that "getting early," when the worms are fresh and there is a long day before you to reach the best "holes" which are always farther up stream than the ordinary fellow goes!—Columbia Peptimist.

THE NEW MODEL E GARFORD PHONOGRAPH

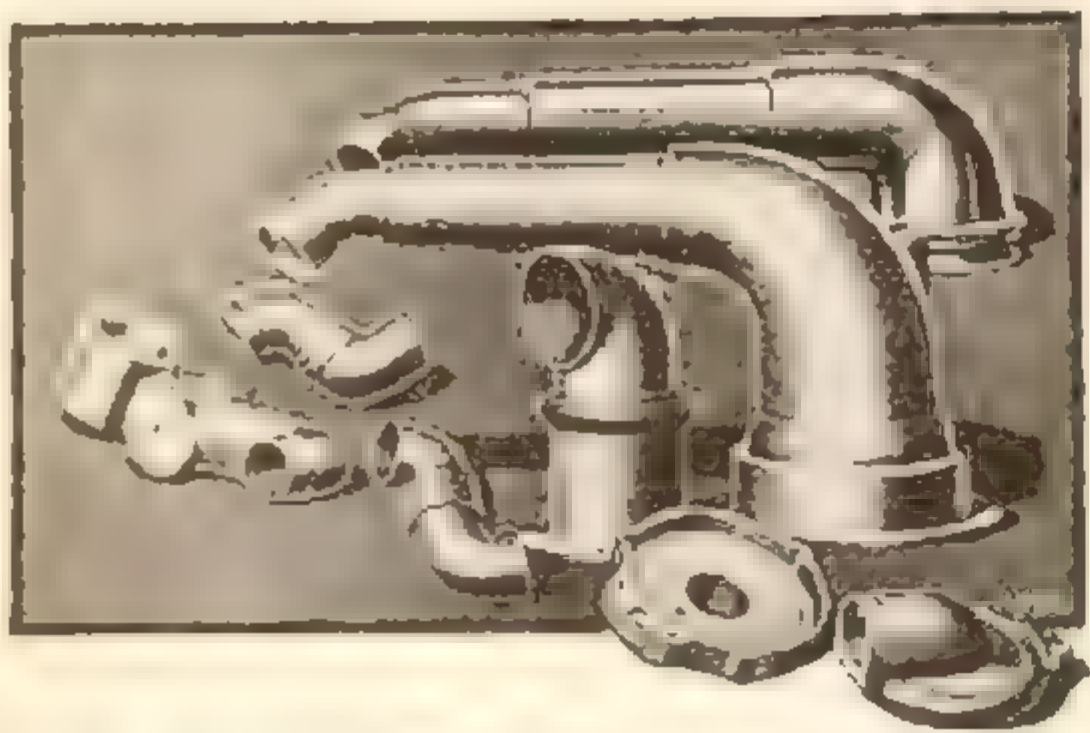
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E" Garford Phonograph
Plays All Makes of Records Superior Tone Quality
Write for Proposition

The General Phonograph Mfg. Co.
ELYRIA, OHIO

Doehler Die-Castings



Doehler Die-Casts in White Metal and produces Finished Brass Castings by its patented "DO-DI" Process.

Truly typify the best product of the die-casting art.

For Doehler talent, both engineering and manufacturing, developed the die-casting art to its present high standard.

And builded three large modern manufacturing plants at Brooklyn, Toledo and Chicago in order to better and more quickly serve the exacting requirements of its customers—America's most discriminating manufacturers.

*DOEHLER is truly
Die-Casting Headquarters*

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS
DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y. TOLEDO, OHIO. CHICAGO, ILL.
SALES OFFICES IN ALL MAJOR CITIES

COLUMBIA DISPLAY AT COUNTY FAIR

Pittsburgh Dealer Furnishes Columbia Banners to Exhibitors and Makes a Big Hit

Carl Hotelmar, Columbia dealer in Pittsburgh, Pa., recently secured some worth while publicity for his line at the Pittsburgh County Fair.



Using Columbia Banners to Advantage

By furnishing Columbia banners to various exhibitors. These banners were placed around the booths in the manner indicated by the accompanying picture. They served not only to call attention to the Columbia trade mark, but also as a sunshade. Many of the exhibitors said they were going to use these improvised sunshades as part of their future equipment in moving from county to county, following the various county fairs.

MAN WHO WORKS WILL WIN IN 1921

Sales Campaign to Get Music Into the Homes of Employees With Aid of Employers

A. E. Marech, head of the Marech Piano Co., Cleveland, O., made a very important suggestion some time since, when he pointed out to the heads of a number of manufacturing institutions that instead of distributing cash bonuses at the end of the year they could give talking machines instead. In this connection a large number of No. XI Victrolas were distributed to good purpose.

The point is that this suggestion might be followed up with advantage not only around the holiday, but throughout every month of the year. Employers generally realize the great value of music not only in the factory, but also in the home and there would be no opposition to dealers getting in touch with employees of large plants whereby every worker may be enabled to get music in his home at a reasonable expenditure of cash. These are times when every possible means of stimulating trade must be considered and the dealers should see to it that the workshop, as well as every school and home, should contain a talking machine and a library of records.

It is not difficult to prepare a sales campaign

along this line and it is the man who is going to originate new sales plan and who is prepared to execute them that is going to make the best business record during the new year which has just opened up. In 1921 it is the man who works who will win.

NEW COLUMBIA BLACKBOARD SIGN

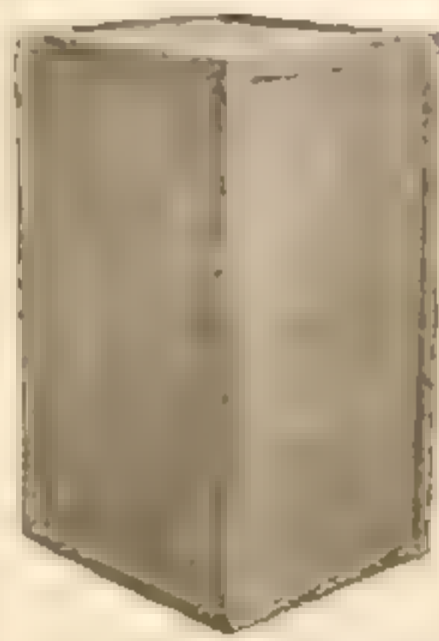
The Columbia Graphophone Co. has prepared a bulletin board, which is in reality a blackboard sign, on which any particular record can be featured. The sections can be changed as often as desired. These can be ordered by Columbia dealers through their branch distributors.



SAPPHIRES IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13 c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.



PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

LORAIN HOUSE NOW VICTOR DEALER

Victor-Decca-Secor Co. Celebrates Event
With Elaborate Ceremonies

The Victor-Decca-Secor Co. has just celebrated the opening of its new branch at the Lorain House, New York City. The ceremony was held on January 10th and was attended by a large number of guests. The new branch is located on the second floor of the Lorain House and is equipped with the latest Victor and Decca records. The company is now accepting orders for these records and is also offering a special discount to its new customers. The Lorain House is a well-known hotel and is a popular place for tourists and business men. The Victor-Decca-Secor Co. is a leading record company and is known for its high quality records. The new branch at the Lorain House is a great addition to the company's network of dealers and is sure to bring in many new customers.

TELLS OF TONOFONE POPULARITY

E. H. Wade Calls Upon the Trade in New York
—Tonofone Needle Output Increases

A recent visit to New York by Edward H. Wade, president of the E. H. Wade Co., has resulted in a large increase in the output of tonofone needles. Mr. Wade, who is a well-known figure in the record industry, visited the city to meet with the trade and to discuss the future of the tonofone needle. He found that there was a great deal of interest in the tonofone needle and that many dealers were looking for more of them. As a result, the E. H. Wade Co. has decided to increase its output of tonofone needles and to make them available to dealers at a lower price. This move is expected to result in a large increase in the sales of tonofone needles and to make them more popular with the general public.

The tonofone needle is a new type of needle that is designed to produce a clear, loud sound. It is made of a special material and is shaped in a way that allows it to vibrate at a higher frequency than other types of needles. This results in a sound that is much louder and clearer than that of other needles. The tonofone needle is now being used by many record companies and is becoming increasingly popular with listeners. It is a great improvement over the old type of needle and is sure to become the standard for the future.

Do You Throw Money Away?

It is not a popular pastime—but still it is unconsciously done by many who just don't know that *Repair Parts* can be bought for less

**RENE MADE SPRINGS AND PARTS LAST LONGER
COST LESS**

RENE MFG. CO.

Montvale, N. J.

NEW HOME FOR PEERLESS ALBUM CO.

Large Quarters Leased at 636 Broadway, New York—Additional Equipment to Be Installed and Shipping Facilities Improved

The Peerless Album Co., formerly of 49 Bleecker Street, New York, has leased new premises at 636 Broadway, where several hundred feet of additional floor space will be available for the installation of new equipment to provide for increased production. The extra space will also permit of improved shipping facilities.

The new location, between Howard and Grand streets, is easily accessible to practically all the principal lines of transportation which should appeal particularly to visiting buyers who will find the new quarters very convenient.

Ed. Weiss, president of the company, has been working on negotiations for some time with a view to securing new quarters. The Peerless Album Co. has one of the most efficient record album plants in the country and in the new quarters will be manufactured in their entirety. The new quarters, which will be located about January 1, some time ago the company acquired a new piece of equipment, a new type of record, manufactured in a new plant, and now the new production.

net with favor and it promises to become the leader of the company's line.

HANDSOME UNICO VICTORY CLOCK

Novel Holiday Greeting Sent Out by Unit Construction Co., of Philadelphia

A very unique holiday souvenir has been sent by Raymond Clark Smith, president of the Unit Construction Co., to his friends in the trade. The gift is a Unico Victory clock, which is a Unico airplane propeller, in the center of which the clock has been neatly set.

The Unit Construction Co. during the war made many airplane propellers, including the one used on the first airplane to make the transatlantic flight. The Unico Victory clocks are made from the type of propeller used to generate current for the radio equipment on some of Unico's ships. It is a very unique souvenir of the world war, as well as of the company.

QUITE A RECORD TO HAVE

My brother George swatted a dime, and we sent the monster."

"Why the monster?"

"Oh, he can get a dime out of anybody, dad says."

BELL HOOD *Semi-Permanent Needle*

THE BELL HOOD

PAT. MAY 4, 1920

SEMI-PERMANENT NEEDLE

The Sounding Board Bell produces the best results. Eliminates as no other needle can, all mechanical noises. Tonal effects for any record.



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT
"The Bell Does It"

Purifies the tone, reduces the scratching and mechanical sounds to a minimum.

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

THE BELL HOOD NEEDLE CO.

183 Church St., New Haven, Conn.

3901 Sheridan Road
Chicago, Ill.

PETERMAN SALES CO.
Oneonta, Alabama

A. M. BRINKLE
33 So. 16th St., Philadelphia, Pa.

807 The Arcade, Cleveland

89 10th St., South
Minneapolis

Distributors for all states west of
Mississippi River and Wisconsin

OKeh

will import for you records from the repertoires of
BEKA and **FAVORITE** and others



ALL RECORDS ARE RECORDED IN NATIVE COUNTRIES

A large number of foreign matrices in

German, Hungarian, Italian, Jewish and Polish
have arrived, and a substantial list of records in these languages with
the OKeh label will be released shortly.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street, New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.

CABLE ADDRESS REG'D
"FILASSE-PHILA."

THE MARK OF

LONG DISTANCE PHONE
BARKING 3-65ANY Size
Quantity
QualitySERVICE AND
Phonographically SpeakingSATISFACTION
They Talk For ThemselvesQuotation
Delivery
Product | RIGHT

IMICO INDIA RUBY MICA DIAPHRAGMS

**INTERNATIONAL MICA COMPANY PHILADELPHIA, PA.
U. S. A.**

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

FACTORY AND SALES DEPT.
JED AND BRANDY WINE STS.
WEST PHILA., PA.MOORE & WHITEHEAD
MONTREAL, CANADAFEDERAL PHONO SUPPLY CO.
3009 JENKINS ARCADE
PITTSBURGH, PA.WALTER S. GRAY
SAN FRANCISCO, CAL.LAKESIDE SUPPLY CO.
416 SOUTH DEARBORN ST.
CHICAGO, ILLINOISSTEINOLA COMPANY
KANSAS CITY, MO.**"IMICO" and "SERVICE" are SYNONYMOUS**

OKLAHOMA DEALER'S VERY STRIKING WINDOW DISPLAY



DEMAND FOR TURNABLE VELVETS

Official of Importing House Believes Talking Machine Industry Must Stick to Quality

Edward W. Wright, chief of the trade section of the American Consulate in New York City, believes that the quality of the velvet industry is going to be the determining factor in the success or failure of the industry for the season of 1921. He says that the velvet industry is going to be the determining factor in the success or failure of the industry for the season of 1921.

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COLUMBIA CONVENTION POSTPONED

Branch Managers Will Defer Meeting Until New Offices Are Ready

The 1921 Convention of Columbia Branch Managers, which was scheduled for the early part of January, has been postponed. At the time the January date was set, the house which was to be the Columbia headquarters in the Eastham National Park Building, Columbus Circle, New York City, had not been closed. In view of this, the convention was postponed until the new executive quarters are ready to receive the branch managers. The convention will now be held in the new quarters in the early part of 1921.

NEW UDELL BLUE BOOK

Handsome Volume Devoted to Descriptions and Illustrations of Udell Cabinets Just Issued

The new Udell Blue Book, just off the press, is a very beautiful example of artistic printing and binding. It is a wonderfully nice up-to-date book of the latest musical record and record cabinet cabinets manufactured by the Udell Works of Indianapolis.

The cover, printed in a bright blue ink on fine Castilian paper, shows a marked resemblance to the cover of the Spanish leather and is one of the most and best examples of the modern art. The book text is printed with the most beautiful and elegant illustrations are printed in black ink on the white paper. The book is a soft and the cover have a perfect and beautiful appearance.

The book is devoted to a statement of the policy of the company, which is that "Udell's Dependable Cabinets are built around the proposition that they must measure up with the price, the power, the talk, the sound, the tone, and the look." This is the motto of the company.

The new Udell Blue Book shows a very complete and up-to-date list of the cabinets and record cabinets of the company. It also shows a complete list of the cabinets and record cabinets of the company.

EVERSHARP PENCILS AS XMAS GIFTS

The Eversharp Pencil Company has announced that it will be giving away a large number of pencils as Christmas gifts. The pencils are of the highest quality and are very useful. The company has a large number of pencils in stock and is willing to give them away to anyone who writes to them.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.

149 Church Street New York City

MADE BY
HURTEAU, WILLIAMS & CO.
MONTREAL - OTTAWA

Kunkel Piano Co.
ST. LOUIS

FROM
THE PHONOGRAPH
1240 HURON ROAD
CLEVELAND

MADE BY
WILLIAM H. HIGGINS & CO.
JACKSONVILLE, FLA.

MADE BY
J. E. STRATFORD
ANN ARBOR, MICH.

PATHE DISTRIBUTORS

ARMSTRONG FURNITURE CO.
59 N. Main St., MEMPHIS, TENN.

BRISTOL & BARBER
3 East 14th St., NEW YORK

BUFFALO WHOLESALE HARDWARE CO.,
317 Washington St., BUFFALO, N. Y.

BURNHAM, STOEPEL & CO.
19 E. Larned St., DETROIT, MICH.

CHURCHILL DRUG CO.,
BURLINGTON, IA.

CHURCHILL DRUG CO.
CEDAR RAPIDS, IA.

CHURCHILL DRUG CO.
PEORIA, ILL.

COMMONWEALTH PHONOGRAPH CO.
19-21 Lyman St., SPRINGFIELD, MASS.

EASTERN PHONOGRAPH CO.
100 West 21st St., NEW YORK

THE FISCHER COMPANY
943 Chestnut Ave., CLEVELAND, O.

THE FISCHER COMPANY
44-46 Vine St., CINCINNATI, O.

FULLER-MORRISON CO.
340 W. Randolph St., CHICAGO, ILL.

JOHN A. FUTCH CO.
35 Auburn Ave., ATLANTA, GA.

GRAY & DUDLEY CO.
NASHVILLE, TENN.

HALLET & DAVIS PIANO CO.
146 Boylston St., BOSTON, MASS.

HARBOUR-LONGMIRE PHONOGRAPH CO.
1001 Elm St., DALLAS, TEXAS

HARBOUR-LONGMIRE PHONOGRAPH CO.
311 W. Main St., OKLAHOMA CITY, OKLA.

INTERSTATE PHONOGRAPH CO.
1026 Chestnut St., PHILADELPHIA, PA.

INTERSTATE PHONOGRAPH CO.
1018 Wabash Ave., CHICAGO, ILL.

W. W. KIMBALL CO.
Jackson & Wabash Aves., CHICAGO, ILL.

F. P. MAY HARDWARE CO.
469 C St., WASHINGTON, D. C.

MOONEY, MUELLER & WARD CO.
101 S. Meridian St., INDIANAPOLIS, IND.

MORLEY MURPHY HARDWARE CO.
GREEN BAY, WIS.

PATHE CITY SALES
10 Grand Ave., BROOKLYN, N. Y.

PITTSBURGH TALKING MACHINE CO.
963 Liberty Ave., PITTSBURGH, PA.

RICE-STIX DRY GOODS CO.
ST. LOUIS, MO.

RICE-STIX DRY GOODS CO.
NEW ORLEANS, LA.

ROCHESTER PHONOGRAPH CO., Inc.
44 Clinton Ave., North, ROCHESTER, N. Y.

SALT LAKE HARDWARE CO.
SALT LAKE CITY, UTAH

M. SELLER & CO.
Fifth and Pine Sts., PORTLAND, ORE.

M. SELLER & CO.
SPOKANE, WASHINGTON

G. SOMMERS & CO.
Park Square, ST. PAUL, MINN.

WM. VOLKER & CO.
DENVER, COLORADO

WM. VOLKER & CO.
HOUSTON, TEXAS

WM. VOLKER & CO.
Main, 2d and 3d Sts., KANSAS CITY, MO.

WEAVER PIANO COMPANY
YORK, PA.

WESTERN PHONOGRAPH CO.
820 S. Broadway, LOS ANGELES, CAL.

WESTERN PHONOGRAPH CO.
985 Market St., SAN FRANCISCO, CAL.

WRIGHT & WILHELMY CO.
Tenth and Jackson Sts., OMAHA, NEB.

PATHE FRÈRES PHONOGRAPH CO.
10-56 GRAND AVENUE
BROOKLYN, N. Y.



THE PHONOGRAPH YOU NEVER WIND



ELECTRIC SUPREME

Costs no more
than the ordinary

PHONOGRAPH

For use with alternating current

IS NOISELESS
HAS NO GEARING
ONLY ONE MOVING PART

PLAYS ALL RECORDS
ALWAYS READY TO PLAY
ALWAYS PLAYS AT CORRECT SPEED
NO NEEDLES TO CHANGE—NO WINDING

*If you are NOT a Pathé Dealer better telegraph
at once to nearest distributor*

PATHÉ FRÈRES PHONOGRAPH CO.
10-56 GRAND AVENUE
BROOKLYN, N. Y.

VICTOR READY REFERENCE LABELS

New Issue Offers Several Improved Features of Interest to Dealers Handling Records

Shortly after the release of the Victor Catalogue, the company issued its new ready reference labels which are now available in all styles of record sleeves and stock on hand. These have, however, several new features. One of the most important is a section for the ready reference label service, the complete cross index which it offers for all records in the department of the catalog. In the new issue the cross index has been brought up to date and includes all records now in stock.

A special set of envelopes for the Ready Reference label is also included in the new issue. These labels, which may be of interest to a purchaser who has a preference for a certain kind of record. The new labels also show when the record was first announced and give the corresponding record number for each record. This is a very convenient feature for obtaining the record.

NEW LANCASTER BRUNSWICK SHOP

A. E. Pitt Has Handsome Establishment With Large Display Windows and Signs

A Brunswick shop has been opened in Lancaster, Pa., by A. E. Pitt. The new shop is located on the corner of 14th and Market streets. The shop is a handsome building with large display windows and signs. The shop is well equipped with the latest in Brunswick records and is a very convenient place for the purchase of records.

Although the Brunswick shop is a new establishment, it is well represented by the latest in Brunswick records. The shop is a very convenient place for the purchase of records and is a very attractive place for the purchase of records.

The new Brunswick shop is a very convenient place for the purchase of records and is a very attractive place for the purchase of records. The shop is well equipped with the latest in Brunswick records and is a very convenient place for the purchase of records.

NEW JERSEY SONORA WHOLESALE

Griffith Piano Co. Given Territory of Whole of New Jersey

The Griffith Piano Co., Newark, N. J., which has hitherto acted as a Sonora wholesaler for part of New Jersey, will cover the entire State as a Sonora distributor, effective January 1, 1921. This company has made a big success with the Sonora line to date, and looks forward to a big year for 1921.

GOODS MUST BE PROPERLY MARKED

Indian Regulations Regarding the Marking of Imported Goods Should Be Conformed to Strictly in Order to Avoid Delay

Take of care in marking merchandise shipped to India by American manufacturers frequently causes the importers of the goods to suffer loss and needless delay, writes Consul L. H. Barre Dawson, who is stationed at Madras. According to Mr. Dawson, this would be avoided if the goods were marked in this country in conformity with the requirements of the Indian merchandise law.

The requirements of the law are that all goods imported into India shall have a label on them which contains the name of the manufacturer or origin in letters fully legible and in the language of the goods.

It is also required that the label be in the English language and that it be in the form of a label. The label should be in the form of a label and should be in the form of a label. The label should be in the form of a label and should be in the form of a label.

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THE COLUMBIA CALENDAR

Artistic Holiday Souvenir Issued by Columbia Graphophone Co.

The Columbia Graphophone Co. issued an exceedingly attractive holiday souvenir this year in the form of a 1921 calendar. A reproduction of an oil painting of an elderly couple sitting before the fire near a Graton is the main feature of the cover. Under this appears the music score of the first line of "Be it ever so humble, there is no place like home." The music extends just far enough to cover this one world famous line. There is a page for each month of the year, and on each month red and green backgrounds indicate the dates on the month on which new Columbia records are released, and in each month the release of foreign records is distinguished from the other releases.

There is also a reproduction in colors of a beautiful painting for each month, which pictures Columbia artists in action, ranging from wonderland operatic scenes to jazz settings. These calendars are being sent out by Columbia dealers in a special envelope as a holiday present to their present and prospective customers.

AND THE CHECK CAME BACK

An Obliging Music Dealer Loses Twenty-one Dollars by Good Nature

Phil Esco, manager of the Bell Music House, is anxious to learn the whereabouts of a Herman Miller, who at one time was a customer of his. Miller bought a talking machine and paid for it at \$10, saying he would return later in the day after he had received his pay check and would pay \$10 more to make up the required first installment. He did return with a check for \$21, but said the banks were closed and he had not been able to cash the check. Bell then returned the check and gave Miller \$10. Miller then returned the check and gave Bell \$10. Miller then returned the check and gave Bell \$10.

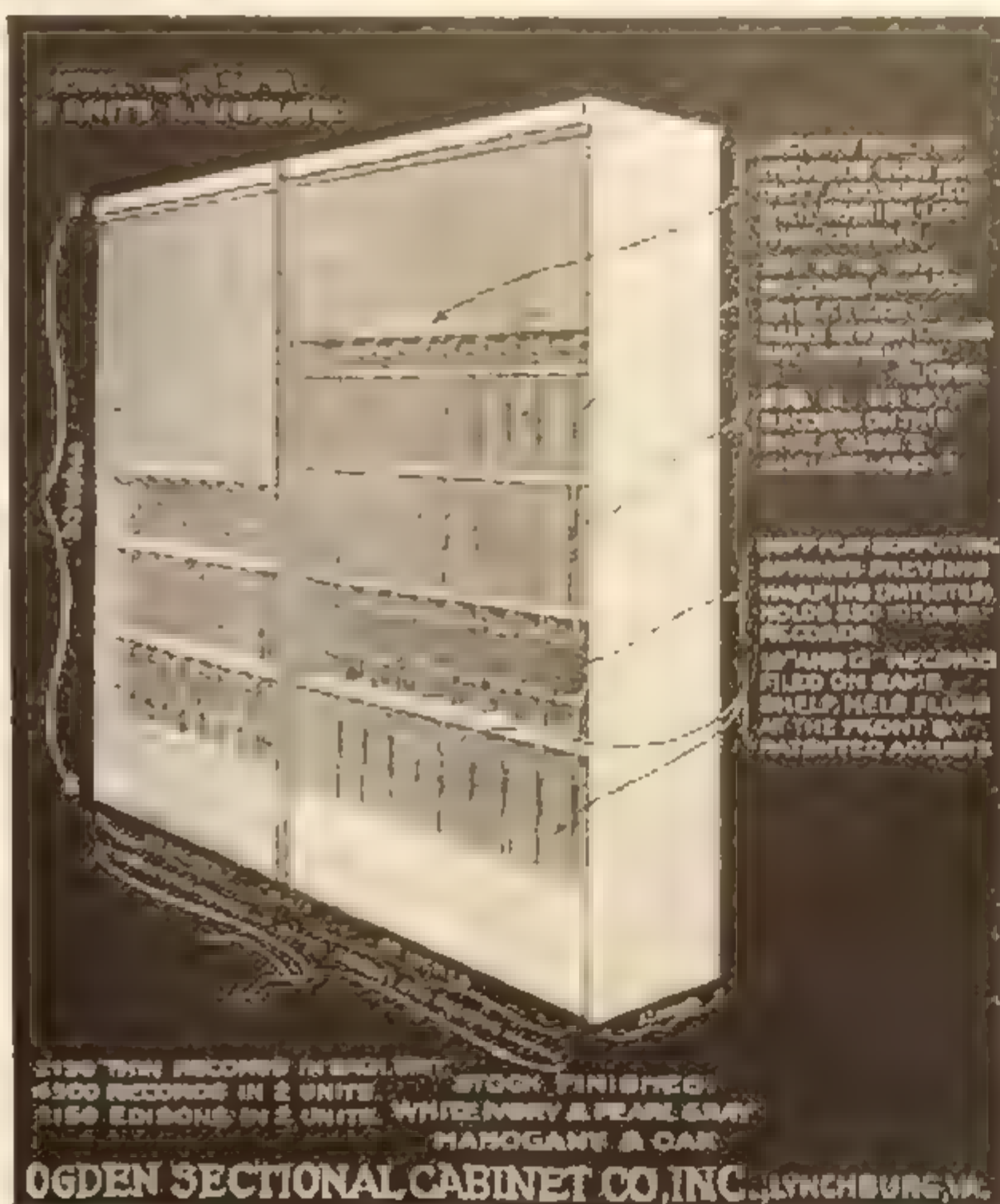
File Your Records so you can find them and it's easy to sell them.

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold-Out" Records

OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED

Immediate Shipments

on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.

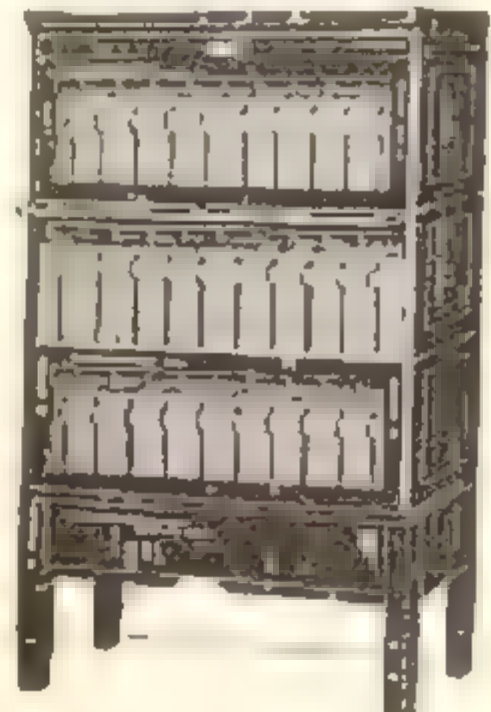


Visible Tab Paperoid Index

The tab indexes in front of the record with numbers always visible. Each tab is a small strip of paper, one for each file, hanging from the top of the cabinet. It is used to find the record by the number on the tab. The tab is a small strip of paper, one for each file, hanging from the top of the cabinet. It is used to find the record by the number on the tab.

SALES SYSTEM ENVELOPES
keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

Sectional Models Fit Any Size Stock and Help You Grow.



THE OGDEN SALES SYSTEM IS EQUIVALENT TO AN EXTRA CLERK AND INCREASES SALES

Mr. Jobber— Line Up With a "Live" Line

"Some choice territory still available"

Prima-Donna

"The Instrument Inspired"

--The
Entering
Wedge

To
Phonograph
Sales



"Bungalow"



"Stepford"



"Columbia"



"Astoria"



"Majestic"



"Parlor Grand"

Write for Our Unusual Money-making Proposition

Let us show you how Prima-Donnas, as compared to other high grade phonographs, are sold at a price that offers the biggest money-making proposition on the market. How we co-operate with the jobber by supplying him with selling helps such as jobbers' letters and broadsides to interest the dealer, beautiful five-color catalogs, dealers' four color store folders, six color store hangers, newspaper ad electros, moving picture slides, etc.

We sell exclusively through our jobbers, all inquiries from dealers, due to our extensive advertising, are referred to our jobber in that territory.

Unexcelled Tone and Craftsmanship

Prima-Donna Phonographs are to be constructed of the finest materials, all wood, and are built to last. They are constructed all wood, and are built to last. They are constructed all wood, and are built to last. They are constructed all wood, and are built to last.

You must find the design of the Prima-Donna and then ask for the opportunity to see the Prima-Donna. All Prima-Donnas are built to last. They are constructed all wood, and are built to last. They are constructed all wood, and are built to last.

PRICES FROM \$85 to \$225—LIBERAL DISCOUNTS

Unreservedly GUARANTEED for One Year

MR. RETAILER

We Have a Jobber in Your Territory
Who Can Supply You Overnight With
These Big Phonograph Values

GENERAL SALES CORPORATION

1520 BUFFUM STREET

MILWAUKEE, WIS.

OWNING AND OPERATING
GENERAL MFG. CORP. RECORDEON PHONOGRAPH CO.
MERS. OF PHONOGRAPHS
HEANEY-SCHWAB BILLIARD MFG. CO., Makers of Fine Billiard and Pool Tables Since 1882

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

THIS is a New York Times article, the third of a series of articles by William Bradford Huie, devoted to the various possibilities of the talking machine. The subject is one of great interest and importance. These articles have been published in the Times and are of great value to the talking machine industry.

THE WONDER OF SCHOOL WORK

The retail man, in whatever capacity he works, who takes the time to read these articles, will have realized long since that his stock has all along been to awaken thought and to stimulate the wise action which arises only from wise thinking. The talking machine business is not a fly-by-night business. It has long ago achieved that respectable condition which is signified by large capital investment and elaborate statistical showings. It no longer occupies a small or poor position. It therefore requires to be considered by all who are engaged in it from the viewpoint of its true position.

That is why the educational side of the talking machine is so supremely important. If sound reproduction machines are really important to the world if they actually fill a needed place in that world if they have a legitimate position amongst the many supplements of musical art, then obviously it is of the utmost importance to the talking machine industry that talking machines should have an appropriate place amongst the students—the machinery of the country's educational system.

Music or Machinery?

Of course, if the talking machine is not a legitimate instrument for the reproduction of music, that is a different matter. No merchant, however, and no one would dare to so outrageously a statement if it were made, yet many merchants act as if it were true and as if the last thing which ought to be connected with the talking machine business is the idea of music. Actually, of course, it is the idea of music which above all other ideas ought to be cultivated in the exhortation of talking machines. That is why the educational position of the talking machines of such transcendent importance to the talking machine industry. For one thing is more certain than another it is that the musical and cultural value of the talking machine has yet to be completely established. The connoisseurs know it, and the trade, in a sort of way, knows it, but the mass of the

buying public does not yet know it. That, once more, is why the educational position of the talking machine is so essential to the prospects of the trade.

How many merchants are studying this question closely? Not, one imagines, very many. The matter of placing the talking machine in the schools of every community is not a matter to be settled offhand. It has taken the best brains and effort of some of the wisest individuals in the industry, during several years, to place the talking machine in even some of the schools. And when once it has been placed the problem of retaining it in its place is found to be still more engrossing. It may be well to glance at a few of the points to which the school authorities naturally look when they are considering the use of the talking machine as an aid in primary and secondary education.

How the Schools Look at It

The subject is, of course, enormously wide and deep, for in truth there is scarcely an aspect of educational method which would not be more definitely focused by the use of music in some form. A very few of the possibilities and some of the broader elements in the large subject matter can alone be touched on here.

What is the principal use of music from the educational standpoint? Undoubtedly its principal use is as a harmonizer of thought, a stimulant of effort, a stimulus to mental processes of every sort. The elementary fact, known to everyone, that music helps the efforts of mind, in the field, nerves men to more intense output of energy and cheers those whose work would otherwise be intolerably monotonous, has its reflection in the entire scope of educational effort. When children learn as a pleasure and natural activity, to sing together, to dance together and to listen to a certain amount of good music every day, those children are of help being brighter, less fatigued, more cheerful and happier generally than are equal number of children who have not this advantage. This fact is by now well known to educational authorities, and it is therefore usually not very difficult to get these officials to see the great advantages which the talking machine possesses as accompanist, as soloist and as collector.

How It Is Done

At this point, however, there enters another

matter also of considerable importance. It is also fairly essential that the records shall be carefully and skillfully selected. Here comes in the special educational department of some of the great talking machine companies, which normally spend large sums in research, in making special records of educational music of all sorts, going into detail not even thought of by the ordinary dealer. The record carefully selected and put out for the benefit of their dealers at these companies is an education in itself along these lines. We find that special courses of instruction in folk songs, in folk dances, in the history of music, in American music, in the instruments of the orchestra, in part singing, in literally dozens of branches and subjects are put at the disposal of the school children and their teachers. Not only this, but there are special school machines and even special courses of instruction for rural music supervisors and county superintendents who may wish to instruct rural school teachers in the use of the talking machine for educational purposes in remote country school houses.

The variety and richness of the courses of record, the wonderful care taken to put the true meaning and scope of the talking machine as an element in education, and in short, the extraordinary efficiency of the entire work, can hardly fail to astonish and fascinate the least interested merchant or salesman, or to give that person a more exalted and juster idea of what the talking machine really is and how wonderful a thing it has come to be.

The Merchant's Position

Of course, the merchant who is considering the various points which have been set forth here will not fail to note that the selling of talking machines to schools is only a very small part of the introduction and maintenance of the talking machine as a necessary engine of education. He will at once see that it is one thing to sell a machine and quite another thing to keep it in use. He will see, in short, that his principal work will very likely be to induce among the educational authorities of his community a beginning interest, which afterwards is to be worked up and made into something really useful by the extraordinarily efficient departments of the great manufacturers which are

(Continued on page 24)



HERE IT IS
The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.
SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois
THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

THE WONDER OF SCHOOL WORK

The wonder of school work is a subject which has been discussed in many ways. It is a subject which has been discussed in many ways. It is a subject which has been discussed in many ways.

Biggest Weapon of the Merchant

The biggest weapon of the merchant is the price. It is the price which determines the success or failure of a business. It is the price which determines the success or failure of a business. It is the price which determines the success or failure of a business.

The price is the biggest weapon of the merchant. It is the price which determines the success or failure of a business. It is the price which determines the success or failure of a business. It is the price which determines the success or failure of a business.

A PITTSBURGH INCORPORATION

The Sales Corporation of Pittsburgh, Pa. has been incorporated to do business in selling machines. The capital of the new company is \$50,000 and the management is in the hands of the Sales Corporation of Pittsburgh, Pa.

BRUNSWICK ARTIST SINGS ON COAST

Theo. Karle Appears in Los Angeles and Is Entertained at Brunswick Music Shop

Theo. Karle, the famous Brunswick artist, appeared in Los Angeles and was entertained at the Brunswick Music Shop. He was accompanied by his wife and children. The performance was a great success and the audience was very large.

TRAVELING EXPENSES DEDUCTIBLE

May Be Exempted From Income Tax by Ruling of Internal Revenue Department

A ruling of the Internal Revenue Department has been issued stating that traveling expenses may be deducted from income tax. This ruling applies to all persons who are engaged in business or profession.

The ruling states that traveling expenses may be deducted from income tax. This ruling applies to all persons who are engaged in business or profession. The expenses must be reasonable and necessary for the business or profession.

SHOULD OBSERVE INVOICE RULES

American Chamber of Commerce in Brazil Calls Attention to Penalties Suffered by Importers for Carelessness of American Shippers

The American Chamber of Commerce in Brazil has called attention to the penalties suffered by importers for carelessness of American shippers. The chamber has issued a statement regarding the matter.

The chamber has issued a statement regarding the matter. It states that importers should observe the invoice rules to avoid penalties. The rules are very strict and must be followed.

It is the duty of importers to observe the invoice rules. Failure to do so will result in penalties. The chamber has issued a statement regarding the matter.

The chamber has issued a statement regarding the matter. It states that importers should observe the invoice rules to avoid penalties. The rules are very strict and must be followed.

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Equip your store NOW for

Bigger Record Sales in 1921

Every fixture in the MULTIPLEX line is a Sales Help, built to fill a need and a place in your business.

MULTIPLEX
Record-Selling
FIXTURES

will increase your record sales in 1921. Write for New Catalog describing all MULTIPLEX Fixtures, including the Self-service MULTIPLEX shown at left.



SELF-SERVICE MULTIPLEX No. 501
Described in NEW CATALOG

Multiplex Display Fixture Co.

General Offices: 919 Tenth Street, St. Louis



ADVERTISING HELPS SAN FRANCISCO HOLIDAY TRADE

Fact That Business Was Close to Normal Credited to Good Publicity—Popular-priced Period Styles Suggested—Eight Per Cent Interest on Instalments—Trade Happenings

San Francisco, Jan. 14.—The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

Attractive Window Displays

Attractive window displays are a must for the music and record business in this city. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

Wants Cheaper Period Models

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

To Charge Eight Per Cent Interest

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

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Managers Change Jobs

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

Plenty of Victor Stock

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

Brings in Optimistic Report

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

Becomes Manager in San Mateo

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

Used Extra Salesmen

The music and record business in this city has been very successful in the holiday season. The fact that business was close to normal is credited to good publicity. Popular-priced period styles suggested—eight per cent interest on instalments—trade happenings.

Well Rated Dealers
Can Discount Their

PHONOGRAPH INSTALLMENT CONTRACTS

WITH US

Thereby Turning Their Accounts
INTO WORKING CAPITAL

Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS

459-465 Montgomery St.
San Francisco, Cal.

headquarters in San Francisco just before Christmas.

Delays on New Columbia Home

Owing to delays in completing the new building, the Columbia Graphophone Co. San Francisco branch will not be settled in the new quarters on Bryant and Rincon streets until early in January. Mr. W. L. W. will attend the sales managers' convention of the Columbia Co. in New York in January.

Collins and Harlan in Tone Tests

Byron G. Harlan and Arthur Collins, the well-known tenor-baritone comedy duo vocalists whose 1200 re-creations have won so much popularity of late, will make a tour of the Pacific Coast the coming Spring during which the two will have the opportunity of hearing a splendid series of interest records. The singers will be accompanied on the trip by William Reed, the versatile artist and saxophonist.

James E. Loder, Pacific Coast sales manager of the Sonora Co., has placed Chas. H. Carder in charge of the business in the Northwest. Mr. Carder's headquarters are at Room 219, McDermott Building, Seattle. He is a strong man who has been in the phonograph business for years.

E. J. Allen, formerly of the Sonora retail sales force, has been transferred to the whole-sale traveling force and will cover territory from Portland to the Oregon line.

SONORA SIGN IN RED BOOK PICTURE

A full page illustration, accompanying a story by Mrs. Wilson Woodrow in the November Red Book, shows a night scene on upper Times Square, New York City. In this picture the Sonora electric sign, which has played so prominent a part in making Broadway a great White Way, is clearly visible, and is the only actual advertising apparent in the picture.

The Master Talking Machine Co., Inc., of Canton, Mass., have entered a voluntary dissolution at Albany, N. Y.

FOUNDED 1835



Distributors

There are numerous reasons why Pathé Dealers are satisfied.
Write today for full information.

ARMSTRONG FURNITURE CO.
59 and 61 North Main Street
Memphis, Tenn.

STEGIER

The finest reproducing phonograph in the world

CLEAR, resonant, life-like is the voice of the artist or instrument, as reproduced with fidelity by the truly artistic Steger. To listen to this wonderful phonograph is to enjoy all the thrill and pleasure of hearing the living voice. The beautiful Steger brings to the home all of the world's best music and plays it with a vivacity and realism that no other phonograph can surpass.

Its many exclusive features, the patented adjustable Steger tone-arm, the scientifically-designed sound amplifying chamber of even-grained spruce and the get-at-able record file are eloquent reasons for the Steger's recognition as the finest of reproducing phonographs.

The Steger Phonograph is as beautiful in finish and design as it is charming in its tone-reproducing qualities. There is a variety of music styles and a wide range of attractive prices.

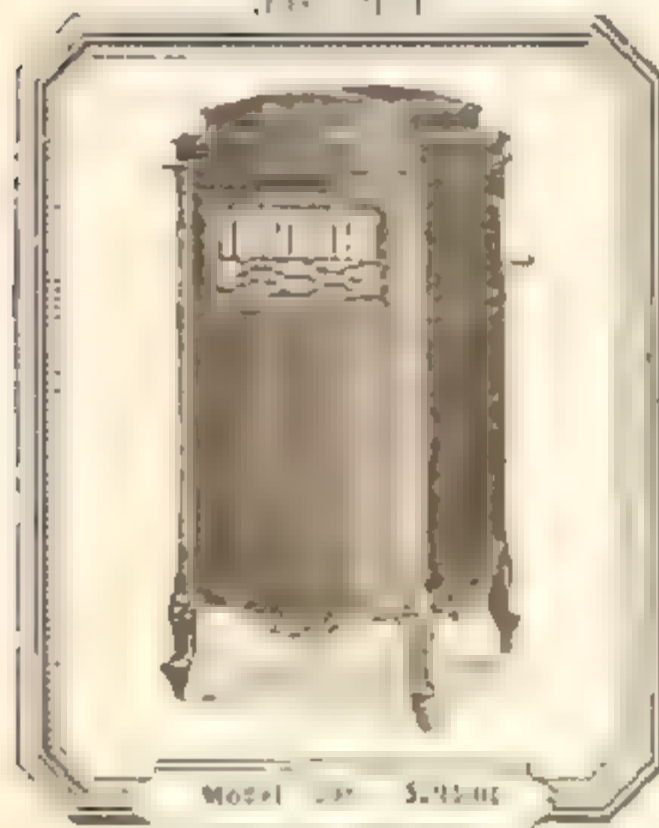
Progressive phonograph merchants have found that Steger representation brings prestige and profits.

A complete plan of dealer merchandising operation adds immeasurably to the value of the Steger agency.

Desirable territory open. Write for the Steger proposition today.

PHONOGRAPH DIVISION
STEGIER & SONS PIANO MFG. COMPANY

Steger Building, Chicago, Ill.



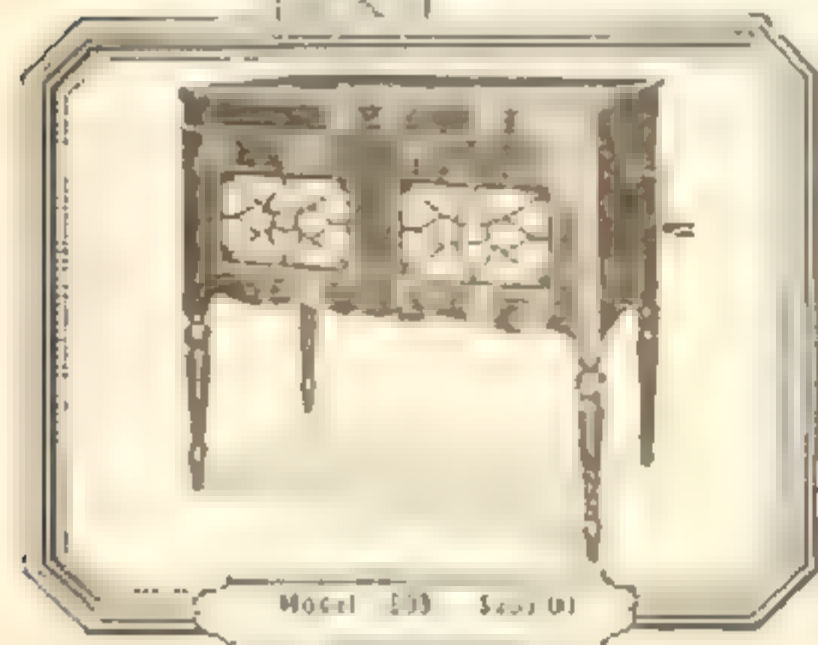
Model 201 \$450.00



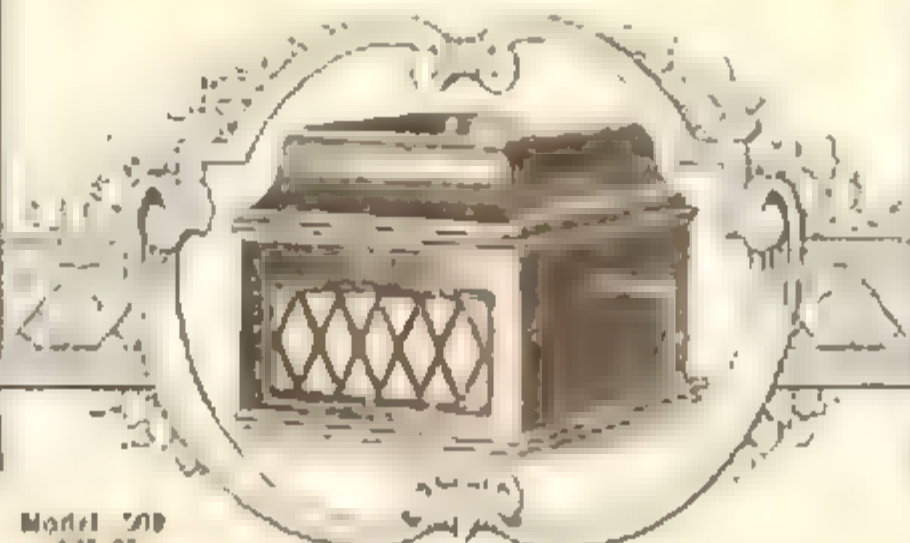
Model 202 \$450.00



Model 203 \$450.00



Model 204 \$450.00



Model 205 \$150.00



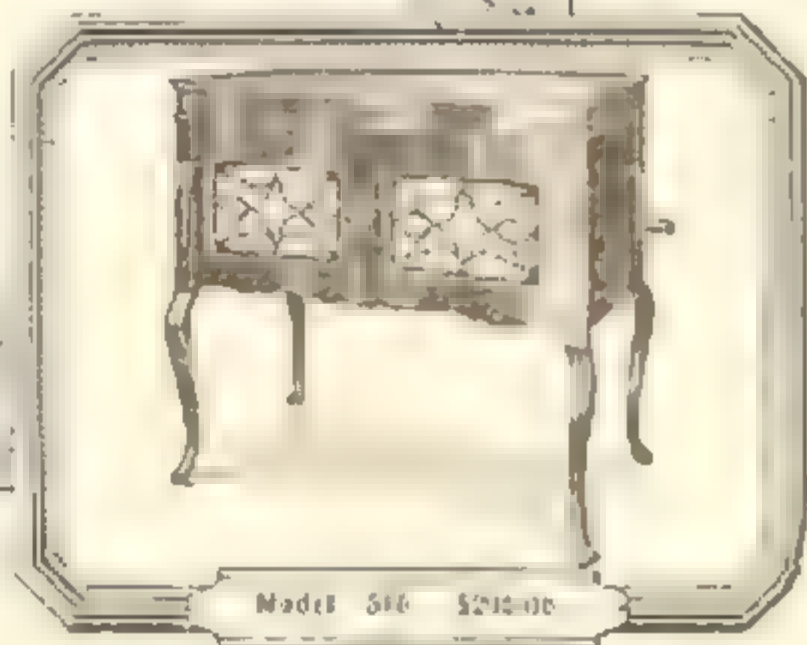
Model 206 \$225.00



Model 207 \$200.00



Model 208 \$185.00



Model 209 \$210.00

chants' Association of St. Louis to get together on talking machine terms. At the last meeting a committee was appointed, composed of Mark Silverstone, Silverstone Music Co.; W. R. Jackson, Brunswick-Balke Collender Co.; W. P. Chrysler, Aeolian Co.; and E. C. Rauth, Koerber-Brenner Music Co., to fix up and submit to the next meeting a uniform schedule.

Victor dealers in St. Louis have not lacked for material for advertising during December, for an unusually large number of Victor artists have appeared during this period. Florence Hinkle gave the first of a series of after-dinner concerts planned for members of the Missouri Athletic Association, and Merle Alcock the second on December 5. The latter gave a very pleasing concert at the Odeon on December 17. Emilio DeGogorza proved one of the most popular artists appearing with the St. Louis Symphony when he sang with that body on December 10 and 11. The Kieselhorst Piano Co. took the occasion of Erem Zimbalist's visit with the St. Louis Symphony to use a full page of the program to inform the audience of his Victor records. The Flonzaley Quartet had a very appreciative audience on December 14 when they gave their usual finished performance for the fifth consecutive season in St. Louis.

There are appearing in the windows of the Victor dealers of St. Louis attractive cards announcing the appearance in the city of Victor artists. Photographs of the artists are used together with the announcement of time and place. These are being placed by the Koerber-Brenner Co.

One of the finest Victor departments in St. Louis is being completed by the Wurlitzer Co. The use of walnut throughout gives it a particularly dignified appearance.

That the Victrola concerts given by the Spengel Furniture Co. of Highland 13 are becoming more popular each time was evidenced by the capacity crowd present at the concert given in December. The firm gave out its 1921 calendars of beautiful design as souvenirs at this concert.

The T. E. Clark Music Co. of Cape Girardeau Mo., is working in the rural and village schools of that vicinity to stimulate interest in the Music Memory Contest instituted by the State Teachers' College of that place. Letters and personal visits are showing results. Many schools are accepting the Dundap plan of securing Victrolas and records where the school

boards have not found it possible to add these to the school equipment.

The Koerber-Brenner Co. displayed for December in its service show window the Binger Christmas display put out by the Remick Ellis Co.

HOLIDAY GREETINGS RECEIVED

The World Acknowledges the Many Expressions of Good Will and New Year Greetings Sent by Prominent Members of the Trade

The World takes pleasure in acknowledging at this time the receipt of the many holiday and New Year greetings from its friends in the trade. Among those from whom cards were received are Victor Talking Machine Co., Knackerhooker Talking Machine Co., C. Bruno & Son, Inc., New York; C. C. Harvey Co., Boston; Arthur A. Trosler, Kansas City; Stewart Talking Machine Co., Indianapolis; Blackman Talking Machine Co., New York; Buegelsien & Jacobson, New York; Jones Motrola, Inc.; Walter S. Gray Co., International Mica Co., Philadelphia; George Seifert Eastern Phonograph Corp., New York; Serenado Mfg. Co., Cedar Rapids, Ia.; Southern Sonora Co., Atlanta, Ga.; Cardinal Phonograph Co., Empire Phonograph Co., Chicago.

W. D. & C. N. Andrews, Buffalo; Brooks Mfg. Co., Saginaw; A. J. Crafts Piano Co., Richmond, Va.; Wellington Smith, the Biddle Agency, Philadelphia; Remington Phonograph Corp., New York; E. G. Brown, Bayonne, N. J.; New England Talking Machine Co., Boston; Magnolia Co., Johnstown, Pa.; Marcel Wheat, Mr. and Mrs. Billy Murray, Louis I. Rosenzweig, Emerson Phonograph Co., Joseph Menzies, Vacuum Record Letter Co., New York; Mr. and Mrs. Arthur Gessen, New York Talking Machine Co.; Mr. and Mrs. C. N. Andrews, Elm Lo.; Micker Bros. Des Moines; Francis N. Benson, L. F. Broop & Sons Co., Washington; D. C. Cabinet & Accessories Co., Inc., New York; J. J. Davis Remick Ellis Co., New York; Eclipse Musical Co., Cleveland; Leonard D. Gross, Binger Co., New York; C. C. Melton Co., Pittsburgh, Pa.; M. Stewart & Sons, Boston; Ross P. Currier Co., Omaha, Neb.; and others referred to elsewhere.

40% OF FARMERS POSSESS TALKERS

Player-Piano Owners Average 13.16 Per Cent and Piano Owners 44 Per Cent, According to Facts Gathered by Farm Paper

Howard's Dairyman, a leading authority on dairy farming, made an investigation to secure statistics from its subscribers. The percentages they have tabulated are as follows, and came in reply to the question—

Do you think that musical instruments could be advertised and sold successfully to farm people through farm papers?

Of the total number of replies received, 82 per cent said "Yes."

Distribution of musical instruments—or those replying to the questionnaire—indicates that musical instrument owners are divided as follows:

- 3.20% Cornet.
- 5.08% Saxophone.
- 39.97% Talking machine.
- 20.30% Violin.
- 6.39% Horns.
- 6.20% Other brass instruments.
- 44.00% Piano.
- 13.16% Player-piano.

The question was also asked—Are you planning to buy any of these?—and 28.74 per cent said "Yes."

The instruments in which the readers are most interested are 37.84 per cent piano, 35.14 per cent talking machine, 9.91 per cent player.

The Thompson Piano Co., 90 Elm street, New Haven, Conn., during December sold seven Aeolian-Vocalion art models as well as a good output of regular styles.

BEE CROFT

Delivery Envelopes

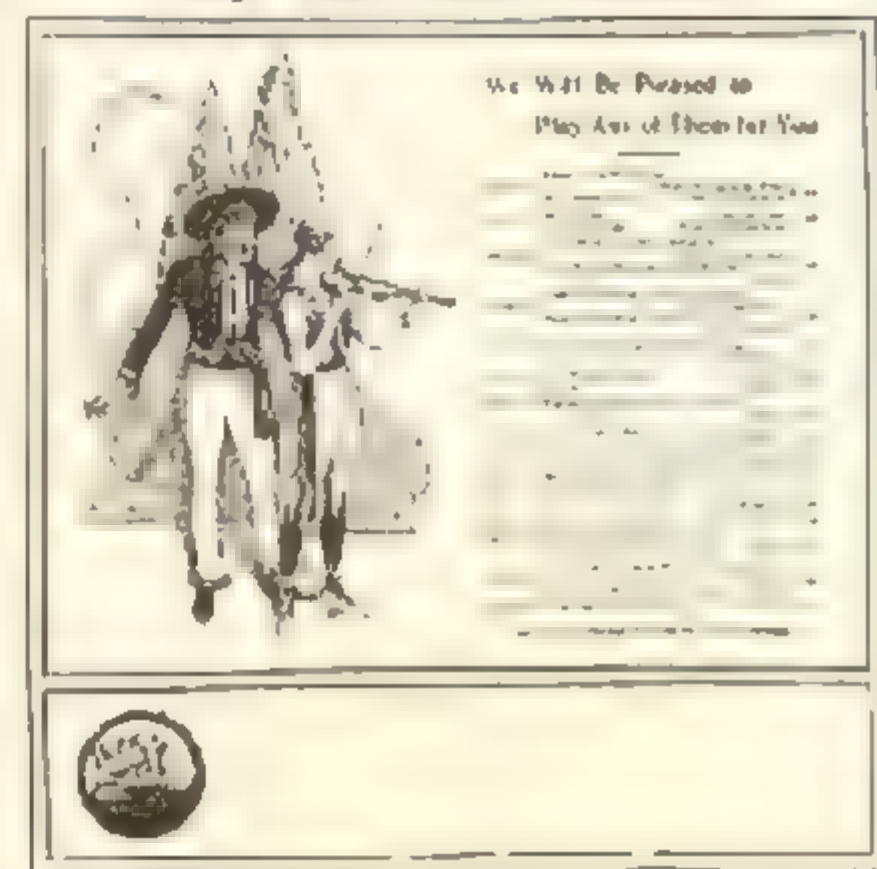
Art Series

New Designs

NEW LIST OF RECORDS

Every 60 Days

Very Good Victor Records



Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT

5546 North 5th Street
PHILADELPHIA

GODOWSKY VISITS GOTHENBURG

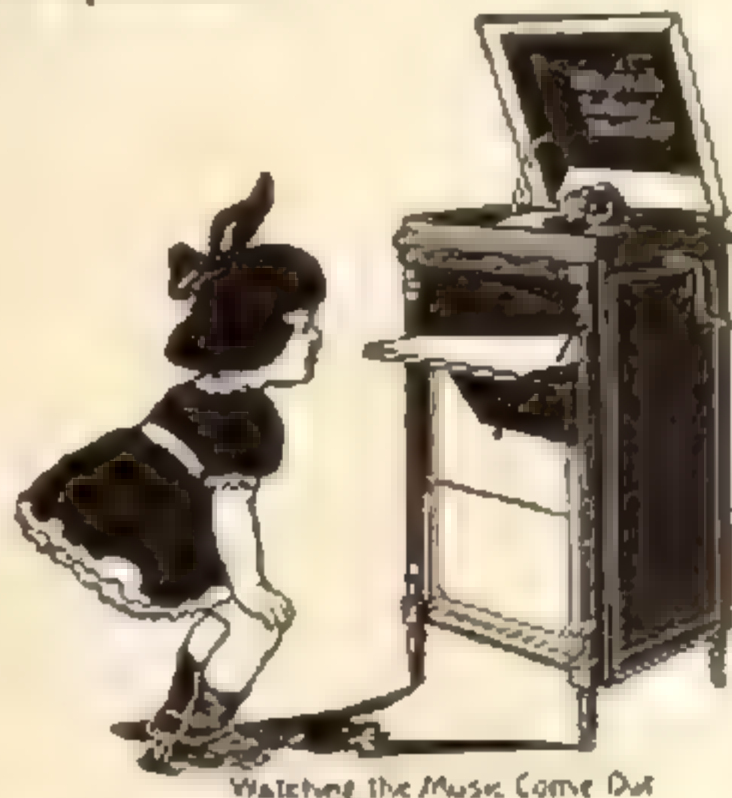
Dealer in Town of 1800 Secures Noted Artist for Concert Appearance

The Omaha branch of the Brunswick-Balke Collender Co. writes: "We are very proud to state that we have a little town in our territory called Gothenburg, that ranks right along with the larger cities. Our dealers there, Ed's Bros. presented Leopold Godowsky in concert on December 28, and in the papers gave Godowsky's itinerary as follows: Chicago, Des Moines, Omaha, Gothenburg, Denver, San Francisco, Los Angeles. This surely puts Gothenburg right up with the headliners."

The town of Gothenburg has a population of only 1800. This should be pretty convincing evidence that one Brunswick dealer is up to his possibilities and realizes one of the best means of capitalizing on his Brunswick record by having the artist appear in person before his customers and prospective customers.

What More Can You Ask

All the features that go to make a talking machine Profitably Salable you will find as regular equipment of Magnola: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our handsome illustrated catalog, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1330 CANAL STREET
ATLANTA, GA.

CHARM



Photograph © N. Y. Sonora Photograph Co. showroom reproduced by courtesy

THE Talking Machine Cabinet that sets firmly upon the floor, that is not, so to speak, upon stilts, is more sightly and a handsomer piece of furniture—therefore more desirable to your customers.

This is the reason why so many Talking Machine manufacturers are today equipping their models with **Domes of Silence**.

They realize that these slides permit of the Cabinet setting closer to the floor, thus giving an added charm to its appearance as well as saving strain upon the legs and saving floors and rugs.

HENRY W. PEABODY & COMPANY

Domes of Silence Division

17 STATE STREET

NEW YORK

SPECIFY DOMES *of* SILENCE

RESUMPTION OF INDUSTRIAL ACTIVITY IN BUFFALO

Reopening of Local Plants Expected to Mean Substantial Spring Business for Talking Machine Dealers—Columbia Co. Seeking New Location—Next Meeting of Local Association

BUFFALO, N. Y., January 5.—Although almost every other business was complaining of a slackness in the Christmas trade, it was a different story with the talking machine men here. All of them reported a brisk holiday season, with all the business that they could handle. With the signs all pointing to a general betterment of conditions the outlook is still more rosy. A great many of the establishments that have been laying off their employees are planning resumption of work after the first of the year.

The general depression did not hit Buffalo as hard a blow as it did some of the other cities where there is not so great a diversity of manufacture. In this city, where there is a very large variety of industries, many of the men who were laid off in certain of the plants found work in the others. A number of big new industries plan to open here, employing thousands of men. Among them is the new Dunlop tire plant, the first unit of which is now practically finished. At this unit alone 5,000 persons are to be employed.

The Buffalo branch of the Columbia Gramophone Co., although its present quarters here are large, has outgrown them and is now seeking a location where it can get more space to handle the increasing volume of its business. If a new location can be found the company plans to make a rearrangement soon after the first of the year, according to G. W. Peace, the assistant branch manager. The present offices occupy the second and third floors of the building at 737 Main street.

W. T. Duffy has been transferred from the Dealer Service department to the merchandise department of the Columbia Co. here.

Mrs. Fred Mann, wife of the Boston manager of the Columbia Co., was a recent caller at the offices of the Buffalo branch.

G. W. Peace, assistant branch manager of the Columbia Co., who has been severely ill with pneumonia, is now able to be back on the job once more.

W. Lawton the branch manager of the company, is making a trip through some of the towns in his district.

Robert Hollinshead, formerly head of the Buffalo district of the Brunswick Co., has become associated with the Q. R. S. Music Record Co. here. Charles Markham, who has been with the company for some time, will take charge of the Brunswick Buffalo district.

A handsome store which will handle Brunswick phonographs and records exclusively has been opened in the Main Office section by Wehrle & Beach, who also have a store at Williamsville. It will be known as the Music Shoppe.

Another agency which has just been established by the Brunswick branch is at the Music Shoppe at Olean. This store, which is located at 113 North Union street, is operated by Houghton & Rungie.

The next meeting of the Buffalo Talking Machine Dealers' Association will be held January 12, when matters of general interest will be discussed. C. E. Siegesmund, president of the association, will be chairman of the meeting.

The music trades group of the Buffalo Chamber of Commerce will hold a meeting January 25. General discussion will take up the meeting.

C. N. Andrews, Victor dealer in this city, was a recent visitor at the Victor Co.'s plant at Camden.

George W. Pound, secretary of the Music Industries Chamber of Commerce, is ill at the Lenox here. Physicians say it will be two or three weeks before he will be able to take up his work once more.

Some fine period models of Victrolas, which were on display in the windows of the Wurlitzer store, narrowly escaped injury when a gale which hit the city just before Christmas broke two of the windows. Fortunately, how-

ever, none of the machines was hit by the shattered glass.

There is an especially big demand for records now, according to dealers. "Whispering" is having an especially big run, and the dealers predict that it will exceed that of "Dardanella."

HELPING PARAMOUNT RECORD SALES

The Paramount Co. Issuing Attractive Display Features for Dealers' Use

PORT WASHINGTON, Wis., January 5.—The Paramount Co., manufacturer of the Paramount phonographs and records reports that during the month of December the company moved more records from the factory than during any previous month in its history. The Paramount Co. has been paying particular attention to its Dealer Service department and has supplied to the retail trade many attractive displays that have aided in sales building.

The latest of these sales helps was a stumpy poster for window display, printed in black and yellow or white and featuring the fox trot "Marengo." A jazz band in full action is shown at the top of the poster.

CALENDAR FROM "PEARSALL KID"

A companion gift to the memorandum pad and folder issued by the S. B. Pearsall Co., Victor dealer, New York, last year was given this Christmas to its many friends in the trade in the shape of a perpetual desk calendar in improved boxes. The calendar is perpetual and is printed in the same uniform style as the old "Pearsall Kid."

Great executives and small preparations usually go hand in hand.

J. A. FRYE WITH KNIGHT-CAMPBELL.

Former Member of Victor Co. Traveling Department Becomes Sales Manager of Victor Wholesale Organization of the Knight-Campbell Music Co., in Denver, Colo.

DENVER, Colo., January 3.—The Knight-Campbell Music Co. has made a change in the appointment of J. A. Frye, formerly connected for a long time with the traveling department of the Victor Talking Machine Co., as its manager in

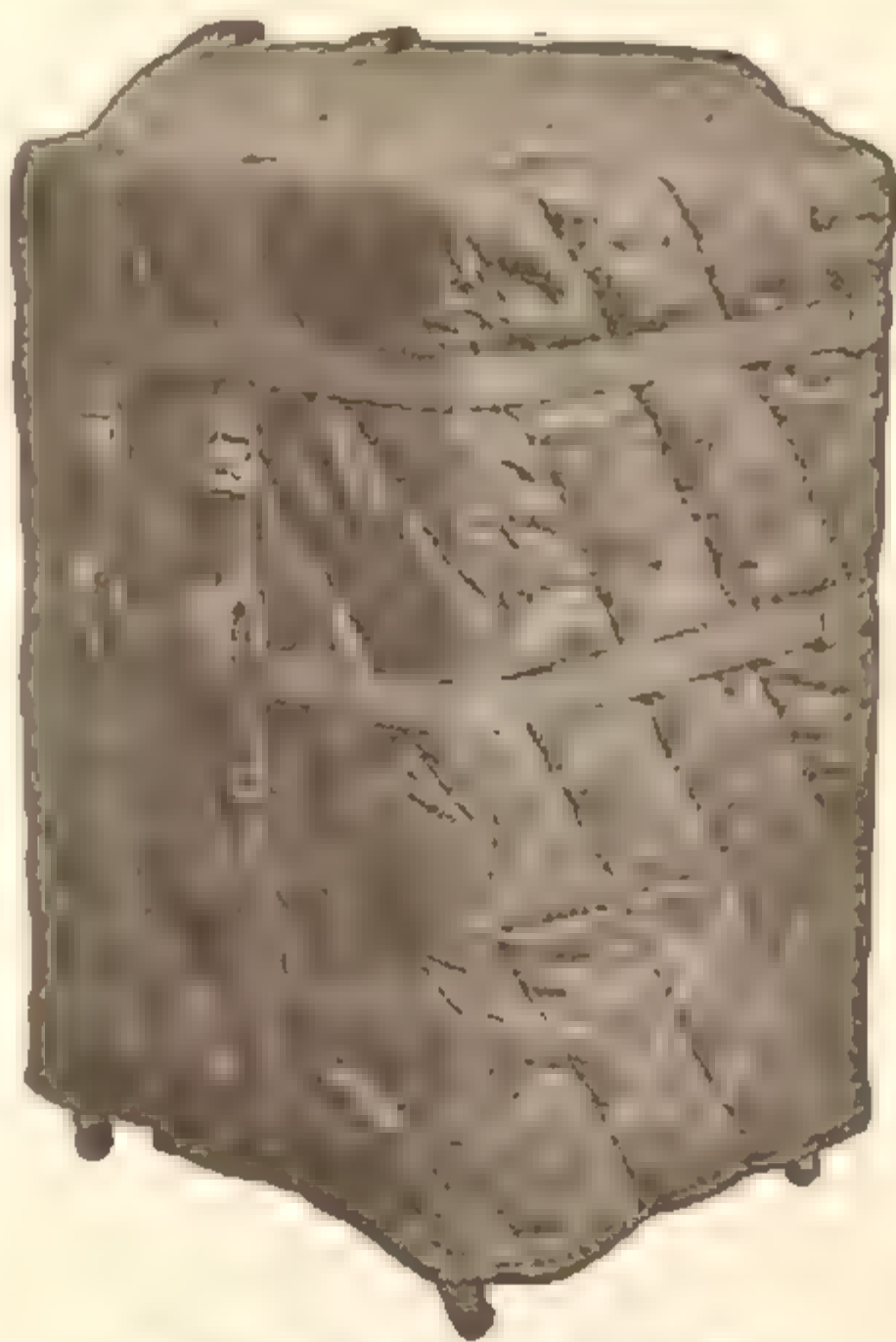


J. A. Frye

the company's Victor wholesale organization. The new name is consistent with the appointment of Mr. Frye as well known in the trade and his many years of experience in the Victor business that should prove of great value to the Victor dealer with whom he comes in contact through his new connection.

The Knight-Campbell Music Co. which sells Victor records in Colorado, New Mexico, Wyoming, western Kansas and Nebraska and has built up an organization and a distributing plant that are up to the minute in every particular. The company maintains an accurate dealer's record which carries up-to-date and modern business methods to the very doorstep of the dealer, as it were.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Warehouse

Distributors

- BRISTOL & BARBER, INC.
111 E. 11th St., New York City
- YAKH & LANGE DRUG CO.
217 215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL PATTERSON HARDWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Buckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REED CO.
217 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZUON
110 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1016 Wyandott St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. M. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
475 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Market St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

The SPHINX MOTOR

Promotes Confidence and Sales



THERE is no part of the phonograph more vital to its successful operation and assured reputation than the motor. When the motor possesses the demonstrated merits of the Sphinx, it becomes a valuable sales feature that inspires confidence, stimulates buying and makes for rapid turnover.

The Sphinx Motor is the one motor designed in accordance with accepted engineering principles. Its practical selling advantages are definitely recognized by the trade.

To make the Sphinx Motor the basic sales feature of your 1921 sales campaign is to insure ready acceptance on the part of the ultimate user.

*The Standard by which all
Phonograph Motors are
judged and valued*



Reg. U. S. Pat. Off.

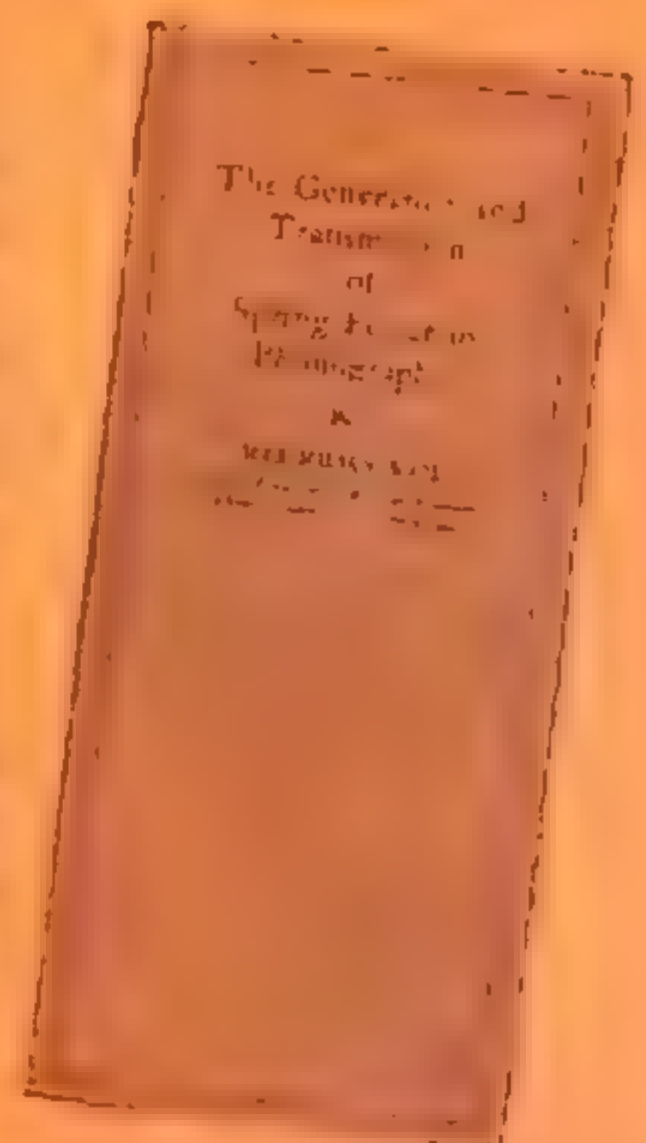
**SPHINX
GRAMOPHONE MOTORS, Inc.**

**512 FIFTH AVENUE
NEW YORK**

**Just off the press—
Send for your copy today**

THIS interestingly written, instructive pamphlet, prepared by our engineering department, will enlighten you on the most important facts about the generation and transmission of spring power in phonograph motors.

Extra copies will be cheerfully sent to you for distribution among the members of your selling organization.



ARTISTS' FIGURES DRAW TRADE

Showing of Miniature Figures Representing Noted Victor Artists Attracts Attention and Business to Retail Store in Philadelphia

PHILADELPHIA, PA., January 3.—One of Philadelphia's largest and most successful Victor dealers is B. B. Todd, whose warerooms are located at 1023 Chestnut street, on the great shopping thoroughfare. Mr. Todd is a strong believer in the advertising advantages of his windows on this busy street and gives much personal attention to their attractive dressing. He recently



Todd's Artistic Grand Opera Window

just raised a complete set of the operatic figures made by the Penn. Phonograph Co., Victor distributors also in this city, which have been used for window display purposes to excellent advantage.

In writing to the Penn. Phonograph Co. of the success he attained through the use of these figures he stated in part: "We did not think for a moment that they would turn out to be such a big attraction. Having recently opened this store we found that it required something to attract the attention of the passers-by and this just seemed to fill the bill. In fact, people would stop their automobiles and get out to look at the figures. We also received quite a number of telephone calls from people who

passed by in the street cars congratulating us on the beautiful window display. I was a little discouraged some time ago at the amount of record business we had been getting, but as soon as we placed these opera figures in the window our cash record business almost doubled. So you can see that this was just the window attraction we required in order to make the passers-by realize that there was a new Victor store in this vicinity. We believe that the purchase of these figures is an investment worth while for the Victor retailer."

I. W. Barabull, president of the Penn. Phonograph Co., stated that other dealers had found these figures particularly attractive for the interior of their demonstration booths as well and that these figures on display during the demonstration of records had had a favorable result in the increased sale of Red Seal records.

SALES HELPS FOR SONORA DEALERS

Wealth of Excellent Publicity Issued by the Sonora Phonograph Co. for the Month

The dealer sales helps released by the Sonora Phonograph Co., Inc., as an aid to sales for Sonora dealers, include this month some new movie slides, some new display cards to use in the windows and street cars, 24 sheet posters for use outdoors, wooden road signs, special crystal glass sign, human figure cut-outs, several screens including one featuring the Adam period model, cover of the new Sonora song and copies of the song itself with dealer's name imprinted thereon, needle display card, a fourteen reason poster, needle display case, a binder for The Sonora Bell, the house organ; a glass Sonora bell, a glass trade-mark sign, a special decakomama suitable to be mounted on either glass or wood or an automobile body, brass sign proclaiming the Sonora as "the highest class talking machine in the world," an art glass sign for use in demonstration booths, two electric light signs and other signs of various types.

PHILIP WERLEIN, LTD., IN NEW HOME

Prominent Victor Wholesaler Occupies New Building at 517-521 Bienville Street

NEW ORLEANS, LA., January 4.—Philip Werlein, Ltd., of this city, progressive Victor wholesaler, has recently moved into a new building at 517-519-521 Bienville street. The general plan of the building has been so arranged as to take care of every detail of the large wholesale Victor business which this company carries on. It is planned to have a very attractive reception room for visiting dealers, testing booth for demonstrating Victrolas and records, and especially modern and fine will be the service room designed to take care of every form of dealers' help that this company and the Victor Co. have available for the use of dealers all through the South. This new move of the Werlein Co. admirably exemplifies the wonderful growth of its Victor business and the desire to expand its organization to be able to take care of its dealers efficiently. Nineteen twenty-one promises to be one of the largest years the Werlein Co. have so far enjoyed, and this fine new building is suitably equipped to take care of their ever increasing business.

A. L. JEWETT WITH STARR CO.

Former Piano Man Now Engaged in Selling Starr Phonographs and Gennett Records

BOSTON, Mass., January 4.—A. L. Jewett, well known to the music trade in New England and in other sections of the country through his connection with the piano manufacturing business and at our time as president of the National Piano Co., is now associated with the Starr Piano Co., Richmond, Ind., traveling in the interests of Starr phonographs and Gennett records. Mr. Jewett's wide acquaintanceship among music dealers is standing him in good stead.



"A Manophone in Every Home"

Manophone Dealers Wanted Everywhere

is the ideal instrument for the home. It actually reproduces,—not merely plays with disquieting rattles and scratches. Plays all disc records clearly and accurately with incomparable tonal quality and volume.

Every Manophone Dealer knows the advantages of these features. They play an important part in the development of phonograph sales.

If you are looking for greater profit possibilities in 1921 write at once for our Manophone Dealer's Business Building Plan.

The Manophone Corporation

Adrian

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::

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Michigan

What Tonal Quality Means

The strongest factor in the sale of a phonograph is Tonal Quality—resonance—vibration—volume!

This means that the instrument must be perfectly proportioned, evenly balanced and properly equipped with a noiseless, smooth-running motor. These essentials are requisite to the successful reproduction of music.

The Manophone

Master workmen fashion and finish every Manophone—men who have grown gray in the science of musical instrument manufacture. These men feel a sense of personal pride in the production of correctly made instruments.

That is why the Manophone possesses a distinctiveness which can only be described as Quality.



1920 BUSINESS SHOWS UP WELL FOR CLEVELAND TRADE

Many Retailers Surprised to Find the High Average—New Establishment Planned—To Reward Good Salesmanship—Talking Machines for Bonuses—Some Business-building Practices

CLEVELAND, O., January 5.—Predictions of a boom year for the talking machine business in the territory based upon the fact that 1920 has exceeded even the most optimistic expectations of 1919 are shared by dealers in the industry here following a careful survey of conditions among retailers and jobbers alike.

It was the belief of some retailers that they did not do as good business in 1920 that they expected their figures were gone over, according to Ed P. Evans, sales manager of the Victor Musical Box Victor territory. It has been proved, however, that the reverse is true and that although there were many inquiries for machines from customers during 1919 that could not be met for lack of machines, at least in the standard line, during 1920 there was a better opportunity to close real business because there was more merchandise to do the business with.

Planning New Establishments

It is admitted that the demand for the 1920 showing has been work and real salesmanship will be necessary during the coming year, but that this does not lessen the feeling of confidence in the talking machine merchandise is apparent from the fact that there are numerous individuals and groups seeking to open new establishments in the immediate Cleveland district.

Equally good results have been proved with other interests besides the Victor, including the Pathé, represented by the Foster Co., the Edison Phonograph Co., the Columbia, the Victor 2-L, the Brunswick, manager Lora, and others. Another healthy condition is the determination by many firms that their staffs will be retained intact and that salaries will not be reduced.

To Reward Best Salesmanship

Among the interesting movements planned for the new year will be the campaign to ascertain the best Victor merchandiser in the Cleveland and northern Ohio territory by the Cleveland Talking Machine Co. The contest will be a trip with all expenses paid, to New York, Philadelphia and the Victor factory at Camden where a contest will be taken in Real Seal salesmanship by the leaders in the race. The awards will go one to the best seller in Cleveland, the other to the best in the outside territory. The work of the individuals during January will be taken as the basis for the campaign, which will run through February. It is expected that every retail establishment will have representatives in the campaign and that at least 500 young women will seek the high honor.

Children's Record Hanger a Hit

One of the largest for children's records, according to the Cleveland Talking Machine Co., is the "Children's Record Hanger," a device for hanging records from the small record boxes. Dealers stores as developed, this device has been well received and

a certain trade record simply had to be bought. Though his clients wanted only dance records. Another recognized dealer had been leaning up at school and like a well known advertisement was happy to be going. The results, dealers assert, that many children's records that have been in stock for months are moving as fast as the new and more popular pieces for the little people.

For Music Memory Contest

Industrial establishments, motion picture houses, and civic and women's organizations in Lorain will cooperate in a music memory contest to be conducted in that city under direction of Miss Superior Wright.

Demonstrate Before Teachers

Series of lectures and demonstrations of Victor merchandise and its uses in school work will be held by Miss Grazella Palaver, educational director of the Cleveland Talking Machine Co. and Mrs. McGon, of the P. B. Warner Co., during the convalescence of the Ohio State Teachers' Association at Columbus.

Columbus Branch Managers' Meeting

Plans for holding the New York to attend the convention of district managers of the Columbia Graphophone Co., L. L. Du Frome, manager of the Cleveland district, held a branch managers' meeting at their Winter home attended by representatives from all parts of the territory. Plans for the new year were tentatively adopted and will be acted upon following developments at the national gathering in New York City.

Open New Department in Newark, O.

Among new establishments to start the new year will be that of the Lora Music Co. in Newark, O., one of the highest class neighborhood stores in this section of the country. A further plan will be used for the presentation and sale of Victor machines and records. A given number of bonus points will be used for promotional purposes. An unusual opening was held at which 500 per cent was given. Jack Evans, well known in the talking machine industry in the central part of the State, and noted for progressive achievement, will be in charge of the new department. A special opening event in the Spring is planned at which several interesting features will be introduced to the trade.

A New Store in Dover, O.

Another new establishment is planned by W. A. Winkler, of Dover, O., in which the arrangement of booths and presentation of records will be offered. A full department was in process of completion. Mr. Winkler had not wait on business to come in, but went after it with the astounding result that even machines were sold on one day.

What will be practically an entirely new store for Victor merchandise is planned by the R. H. Lantz Co., Columbus, O. This firm had a re-

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley's Lubricant makes the Motor make good
It prevents the proper operation of the motor from getting out of order, dry up, or become sticky or noisy. Restores its original condition. Put up in 1, 5, 10, 25 and 50 pound cans for dealers. This lubricant is absolutely safe and can be used at 25 cents each under the trade name.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

some time back but is now prepared to present Victor goods in a modern, high-class establishment. Several attractive features in the interior of the place are planned by the management.

A New De Forest Store

William De Forest, of the M. V. De Forest establishment, has become manager of the recently acquired Niles, O., store of that firm and is completing arrangements to put this new account on a par with the already famous De Forest stores at Sharon and Greenville, Pa., and Warren, O.

A Handy Souvenir

The Cleveland Talking Machine Co. is distributing as a New Year's present, in fact an all-year-round, useful gift a brand volume of suggestions for the entire year of 1920. These suggestions, being in handy form, are expected to be a considerable aid to dealers in stimulating their business.

Talking Machines for Bonuses

There is the matter of bonuses for employees and retail plants in the Cleveland district. The policy of previous years will be carried out by numerous concerns in the territory. But instead of giving the winners of bonuses more money they will give workers talking machines. At least this is the plan now being worked out by A. L. Marsh, of the Marsh Piano Co., and eagerly accepted by plant owners and managers according to Mr. Marsh. It is Mr. Marsh's plan to send talking machines of the better sort of Victor models to the factory heads and have them distribute them among employees. It is expected that at least one hundred machines can be sold in this manner. The plan will not only save money for those distributing bonuses, Mr. Marsh is feared, but will serve to exercise greater contentment in the home that music is recognized as ranking.

Hans Kindler Meets Local Dealers

Following its program for bringing the artist and those who sell the artist's records closer together, the Cleveland Talking Machine Co. has lost to Hans Kindler, noted cellist, in the Cleveland Club reception room. The meeting like all of these gatherings, was well attended by representatives from local retail establishments.

Ted Lewis and Band Entertain

That the presence of artists before the people will know them only from records is a tremendous boost for machine and record sales is the conviction of R. E. Lammox, manager of the

Continued on Page 85

Victor Dealers of the Rocky Mountain Region

Put Your Selling Problem Up To Us

Our expert staff of Victor merchandising specialists are at your command at all times—each offering you a real service in helping you to solve your retail problems.



Our five floors devoted exclusively to Victor goods, and to the needs of Victor dealers, are admirably equipped to offer a genuine service.

We Back the Dealer Who Backs the Victor

Knight-Campbell Music Co., 1608 Wynkoop Street, Denver, Colo.



And now — the SHOW DOWN

There is one thing that all talking machine people seem to have agreed upon, in the past couple of years.

It has been common talk that four—or, possibly, five—companies would receive the great bulk of the Phonograph business of the future.

Since 1914 the Phonograph business has been “exploited”, just as almost every other American industry.

Aladdin-like incidents are familiar to every one of us.

But Time, the Tomb-builder and Stabilizer, is fast restoring order.

And, after all is said and done, we always find that most everybody knows enough to “get in out of the rain”.

The Aeolian Company has always been the first musical instrument house of the world. It has never been anything else. It has had no side lines.

The scientifically constructed VOCALION and its realistic Red Records are in an assured position. The prestige of genuine merit and conservative merchandising makes them amply capable to receive the greater portion of the patronage of the critical.

THE AEOLIAN COMPANY

Aeolian Hall, New York

Chicago	San Francisco	St. Louis	Cincinnati	Boston	London	Paris
529 So. Wabash Ave.	455 Mission Street	1801 Olive St.	25 W. Fourth St.	190 Baylston St.	135 New Bond St.	32 Ave. De L'Opera

GOOD CLEVELAND TRADE IN 1920

get in the Columbia trade and department of business. The success of the plan was attributed to the fact that the plan was arranged by J. L. D. Kennedy, district manager of the Columbia, and H. C. Schreyer, sales manager, and H. C. Schreyer, district manager in this territory. The plan was arranged by the company and they went like the wind.

Santa Claus Brings Business

The success of the business locally emanating from the holiday season is attributed to the fact that the company has been having Santa Claus and his assistant in person, advertising the house and delivering talking machines during the Christmas season. The innovation has been so good as a business getter that C. H. Kennedy, head of the house and originator of the plan, is already counting on using it on different occasions through the year. Santa Claus and his assistant were recruited from the work forces of the house and garbed in true Santa Claus style. Between times of delivering merchandise to purchasers they were out on the street with the company's truck, equipped with a sound recording device attached to a talking machine distributing literature and having a good time with the people generally. The move was supplemented by liberal advertising in daily newspapers with pictures showing the Santa Claus action.

Novel Demonstrating Plan

The latest method of putting music into the home, even if people do not live there as yet, has been adopted by the Henry Leopold Furniture Co. Making arrangement with the Leopold Co., real estate dealer, the Leopolds have equipped completely a six-room house in the West end of Cleveland installing therein a Victrola. The move was originated by Henry Leopold, advertising manager. The completely furnished house, for sale without or with the furniture, was advertised and the first day 500 persons came to inspect the property, according to Leopold officials. Increased sales traced directly to the window display have followed as a result, he claims. Leopold, and it is expected, will have more content in talking machine



SOSS

INVISIBLE HINGES

Soss Invisible Hinges

are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue T.

SOSS MANUFACTURING COMPANY
Grand Avenue and Bergen Street, Brooklyn, N. Y.



sales will follow as the plan becomes better known to home hunters. It is the purpose of the Leopold Co. to install talking machines and complete furnishings in a score of local homes.

The Kennedy Green Co., Okeh record jobber in northern Ohio, announces the appointment of Tom O'Connor, well-known Cleveland business man, who will cover territory outside of Cleveland.

Unico President Entertains

Keyburn Clark Smith, president, and A. C. Gust Mayer, general district manager, of the Unit Construction Co., were recent visitors in the Cleveland district, surveying the activities of different firms in the industry as a basis for the 1921 campaign of their company. While here Mr. Smith was host at a dinner to mark the departure to Los Angeles of Milton Ganger, formerly with Cleveland talking machine firms and more recently of the Smith Music Co., Ashland, O. Members of the party included C. K. Pennett, general manager, Ed B. Lyons, sales manager, Earl Poling, traveling representative, and Mrs. I. M. Howard, record department manager, the Eclipse Musical Co.

"Columbia Week" Successful

Continuance of the campaign inaugurated largely for the benefit of dealers for the holiday period is contemplated by Cleveland district officials of the Columbia Graphophone Co. The plan in effect several weeks, has been productive of extraordinary business for all dealers who have taken part. Several different phases have been combined by Columbia leaders here to make a harmonious whole for the event. Window decorations, signs, circular advertising or newspaper page size newspaper advertising and other material have been prepared at headquarters here and sent to retailers. The event is known as "Columbia Week." Arrangements have been made with grocery stores and other retail places where many people gather daily, to install machines and sets of records and have the machines play constantly. A neat sign states the machine is from a certain dealer.

Young women, supplied with quantities of records, call at the homes of the people, asking to play these records on the machine owned by the householder. They sell no records, but advise of the event being held at the dealer's store. Machine owners go to the store and buy new records. In homes where there are no machines a note is made, a machine is sent out on trial for a period and usually is purchased within a few days after the initial trial. The campaign has been conducted under personal direc-

tion of J. L. D. Kennedy, district manager, H. C. Schreyer, assistant manager, and H. C. Schreyer, sales manager.

Muehlhauser Co. Plans

An enlarged talking machine department, with several unique features for patrons, is included in the plans of the Muehlhauser Bros. Piano Co., which moves to its new location at Euclid avenue and East Twenty-first street February 1. The new location will provide a total space of 8000 square feet twice as much as the progressive house started with three years ago, when it entered the music field here. Although the Muehlhauser firm is new as a firm it is old in its personnel, as the members—Adolph Muehlhauser, president, Otto C. vice president and general manager, and Paul, treasurer, have spent a lifetime in the trade.

ATTENDING FURNITURE EXPOSITION

H. C. Naill, of the Geo. A. Long Cabinet Co., has left for Grand Rapids, Mich., where he is attending the Furniture Exposition being held in that city from the first to the twenty-second of January. Mr. Naill is going in the interests of the Geo. A. Long Cabinet Co. to promote the Long line of furnishings which are being exhibited.

MAIN-SPRINGS

**For any Phonograph Motor
Best Tempered Steel**

1	1/2 in. x 10 ft. for Columbia...	Each	\$0.50
1	1/2 in. x 13 ft. for Victor.....	Each	0.50
1 1/4	in. x 14 ft. for Victor.....	Each	0.75
1	1/2 in. x 12 ft. for Heintzman.....	Each	0.67
3/4	in. x 10 ft. for Col. Pathe-Heintzman	Each	0.50
1 1/2	in. x 10 ft. for Heintzman.....	Each	1.20
1	x 16 ft. for Sany or Silvertone...	Each	0.90
1	in. x 10 ft. for Sany or Silvertone...	Each	0.60
1	in. x 16 ft. for Sany or Brunswick	Each	0.90
3/4	in. x 10 ft. for all small type machines	Each	0.45
1 1/4	in. full size for Edison Disc....	Each	2.10

SAPPHIRES—Genuine

Pathe very best loud tone genuine, each 15c.
100 lots, \$11.50.
Edison very best loud tone, 15c each or \$12.00 in
100 lots.

MOTORS

Special price on Kruenberg motors
Order right from this ad.
Send for price list of other repair parts.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

Eastern Sales & Export Office

WILLIAMSPORT, PA., U. S. A.

Eastern Sales Agents for

Universal Stamping & Mfg. Co.
Master Motors

H. G. Saal Co.
Famous Saal Motors

Sterling Devices Co.
Guaranteed Tone Arms

Villinger Mfg. Co.
Phonograph Hardware

Electric Motors
100 Per Cent. Efficient

Eastern Sales & Export Office
Williamsport, Pa., U. S. A.



The Fibre Needle Builds Enthusiasm

It makes constant purchasers of talking machine records.

It creates increasing appreciation of the more standard types of music and directly affects the sale of operatic records.

It places the talking machine upon a higher plane as a home entertainer

And therefore

Helps you to sell more and better machines.

Push the Fibre Needle

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago, Ill.

INTENSIVE SALES PROMOTION IN MILWAUKEE

This Policy to Be Pursued Throughout Trade This Spring—Enormous Holiday Record Business—Leading Jobbers and Dealers Optimistic Regarding Outlook—News of Month

MILWAUKEE, Wis., January 10. In the realization of the fact that the "hard test" for the talking machine business has come, the trade in Milwaukee is engaged in the most intensive sales promotion campaign that has ever been put forth. Holiday business received an impetus of this sort during the latter part of November and throughout December with the result that what ordinarily might have been a rather restricted volume of business assumed proportions that were very satisfactory.

Most of the retail stores entered the new year with a larger carry-over of stock than a year ago. The inventories, however, are not regarded as excessive, for in most instances they are no larger than customary at this time. Nevertheless the amount of merchandise on hand is sufficient to awaken all to the need of applying the most substantial salesmanship principles that have ever been required if business between now and the Easter holiday season is to be sustained at the desired point.

Holiday business in records unquestionably was the largest in history, and the shelves of all dealers were so bare on January 1 that it might truly be said that record stocks were "shot to pieces." Dealers are gradually accumulating new stocks. The demand since the holidays has kept up wonderfully well and the local trade looks for a continuance of good record business for a long time to come.

One thing which dealers feared might result from the unusual conditions prevailing in business generally, namely, that some stores might undertake extreme measures to move stocks, came about only to a small extent. However, some apprehension still is expressed that some efforts will be made to stimulate business by offering instruments at greatly reduced prices. It is feared that as the new year moves on, trade will not be exceptionally brisk for a few weeks, while some members of the trade will deem it necessary to convert merchandise into cash and try to accomplish this by playing the popular melody of the day "cut prices," the extreme device of merchants in many other lines for the last five or six months.

In the main, however, the local trade does not believe in that kind of over-handling. This is especially true of dealers who belong to the Milwaukee Association of Music Industries and through such membership do not countenance price-cutting methods. It is felt that while record business is good, it will not be exceptional, and it will not be necessary to break down the reputation of the music business to continue trading, regardless of the pressure.

The latter Business Bureau of the Milwaukee

Personal Service

G. F. RUEZ
Pres. and Treas.

H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
Vice-Pres. and General Mgr.

The members of our company are always available and will gladly see you personally or write you at any time we can possibly serve you. Get acquainted with the Badger brand of personal service.

Badger Talking Machine Company
Exclusive Victor Distributor
135 SECOND STREET MILWAUKEE, WIS.

Association of Commerce, with the co-operation of the Music Industries Chamber of Commerce Bureau, nipped in the bud a number of attempts made by several Milwaukee dealers to "put over" some campaigns that smacked of bad ethics. Oscar H. Morris, director of the Milwaukee Bureau, is keeping an eagle eye on the advertising of all business men to prevent a turn-out of bad publicity for which present conditions are likely to open the way.

Talking machine dealers are very much encouraged by the fact that numerous large industries in this city, which have been running at greatly reduced capacity, or been entirely idle for several weeks or longer, are now resuming normal operations, re-employing thousands of men whose earning power has been sharply reduced. It is a fact, however, that distress was probably less in Milwaukee than in other large cities, due to the fact that the industry of this city is the most diversified of any large community, as a consequence of which men released from certain plants were readily absorbed by others.

According to Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, 135 Second street, 1921 is bound to be a big year because an early return of industrial and commercial activity is bound to create another era of prosperity. The outlook is too well sold on music, he says, to stop buying musical instruments. The market is far from being saturated. At the same time business in records is certain to be heavy because of the enormous number of instruments now in homes and factories which require constant new purchases.

Thomas I. Kidd, manager of the Brunswick Balke Collender Co., 275-279 West Water street, is one of the real optimists in regard to the future of the talking machine industry. Sales of the Brunswick in 1920 in Mr. Kidd's territory were far and away the largest in the history of the house, and his orders are continuing to place very satisfactory orders both for instruments and records.

"We have not the least complaint to make about Seneca business," said Fred L. Yahr, president of the Yahr & Lange Drug Co., 207-215 East Water street, distributor of the Seneca in Wisconsin and Upper Michigan. "Natural trade is not so active now as it was in the last two to three months, which is to be expected

after the holidays are over, but business is picking up nicely and we feel that we are going to have the best year we have ever known."

Charles J. Orth, distributor of the Puritan in Wisconsin and northern Michigan, expresses satisfaction over conditions and is mapping out campaigns for the rest of the Winter and the coming Spring which are laid on much broader lines than ever before. Easter coming considerably earlier this year than usual, Mr. Orth believes will be a material factor in stimulating music business of all kinds, and especially the talking machine and record line.

The Phonograph Co. of Milwaukee, 49 to 51 Omaha street, Edison distributor, has recently increased its capital stock from \$100,000 to \$150,000 to accommodate the expansion of its business and provide for further enlargement.

Miss Helen Gumm, for several years at the head of the talking machine department of the C. W. Fischer Furniture Co., 211-215 Second street, Milwaukee, has joined the staff of the Edmund Gram Music House, 414-416 Milwaukee street, which features the Avolian-Vocalion and the Cherey. Miss Gumm had wide experience in retailing the Cherey during the time the franchise was held by the Fischer Company. She is widely known in the trade and has done considerable recording for the Avolian-Vocalion and Columbia records.

Ramond Wurlitzer, son of Howard Wurlitzer, president of the Rudolph Wurlitzer Co., Cincinnati, was married December 30 to Miss Pauline Dreckla Pabst, daughter of Frederick Pabst, of Milwaukee. Mrs. Wurlitzer's grandfather was the founder of the great Pabst brewery.

Page & Zimmermann Ladysmith, Wis., retail jewelers and Pathe dealers, have separated the two lines and installed a complete music store in the Page building. The new store is one of the handsomest in northern Wisconsin and has been especially well stocked with instruments and records.

The H. C. Bender Co., Sheboygan, Wis., Brunswick dealer, has opened a branch store at Sheboygan Falls, a thriving community about seven miles west of Sheboygan. The store is temporarily quartered in the Frank A. Stroub pharmacy.

Gibbons Reinders, a leading furniture dealer of Kewaskum, Wis., has opened a talking machine department which features the Edison

THE TOLEDO TALKING MACHINE CO. TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

STANDARD
MODEL 241XDE LUXE
MODEL 1

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

TALKING MACHINE CABINET

VICTOR DEALERS will open up a new field of prospective Victrola buyers during 1921 by offering their Victrolas IV and VI in connection with Lundstrom "Converto" Talking Machine Cabinets, which combination affords all the advantages of the cabinet type machines at a considerably reduced price.

We shall be pleased to co-operate with dealers handling the "Converto" Cabinets by furnishing them promptly, without charge, window-cards, descriptive pamphlets and electrotypes, upon request.

THE C. J. LUNDSTROM MFG. CO., Little Falls, N. Y.

*Lundstrom "Converto" Cabinets are broadly covered by patents.
Infringements will be promptly prosecuted.*

CONVERTO WHOLESALE DISTRIBUTORS

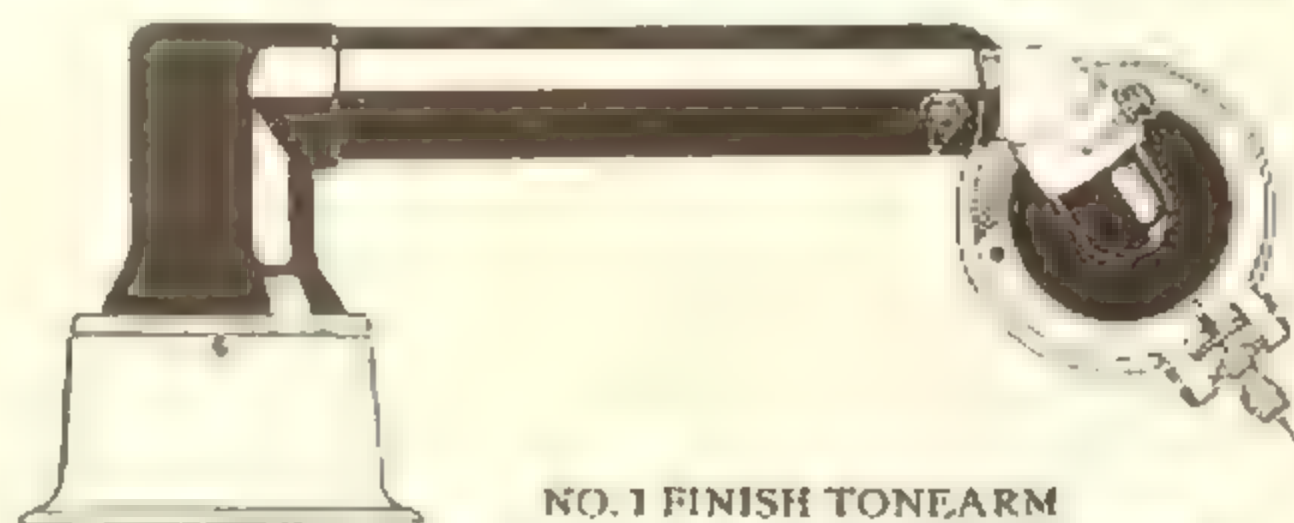
Albany, N. Y.	Golden Talking Machine Co.	Des Moines, Ia.	Metzger Bros. Co.	Omaha, Neb.	Metzger Bros. Co.
Atlanta, Ga.	Edison Talking Machine Co.	Elmira, N. Y.	Kimura Arms Co.	Pearle, Ill.	Putnam-Page Co.
Baltimore, Md.	Edison & Victor Inc.	El Paso, Tex.	W. G. Walls Co.	Philadelphia, Pa.	C. J. Hapco & Son
Birmingham, Ala.	E. F. Gray & Sons Co.	Houston, Texas	The Talk. Mach. Co. of Texas		Penn. Phonograph Co.
Boston, Mass.	Talking Machine Co.	Indianapolis, Ind.	Stewart Talking Machine Co.	Pittsburgh, Pa.	H. A. Westman & Son, Inc.
Buffalo, N. Y.	Edison Talking Machine Co.	Jacksonville, Fla.	Florida Talking Machine Co.	Portland, Me.	W. F. Prater & Piano Co.
Burlington, Vt.	W. H. & C. N. Andrews	Kansas City, Mo.	J. W. Jenkins - Sons Music Co.	Richmond, Va.	Standard Talking Machine Co.
Chicago, Ill.	Ampex Phonograph Co.	Memphis, Tenn.	The Schramm Co.	St. Paul, Minn.	Cressey & Allen, Inc.
Cincinnati, Ohio	Long & Healy	Mobile, Ala.	O. K. House Piano Co.	San Francisco, Cal.	The Conley Co., Inc.
Cleveland, Ohio	Radio-Phonograph Co.	Newark, N. J.	Wm. H. Reynolds	Sarasota, Fla.	W. J. Hyer & Son
Columbus, Ohio	Cleveland Talking Machine Co.	New Orleans, La.	Collings & Co.	Tokio, Ohio	Walter B. Gray Co.
Dallas, Texas	The Perry H. W. Co.	New York City	Philip Western, Inc.	Washington, D. C.	W. D. Andrews Co.
Denver, Colo.	Singer Bros.		Shannon House		Tokio Talking Machine Co.
	The Knight Company, Inc.		Union & Accessories Co., Inc.		Edison & Victor Inc.
			Victrola Talking Machine Co.		E. F. Dunn, & Sons Co.

THE SCOTFORD TONEARM AND SUPERIOR REPRODUCER

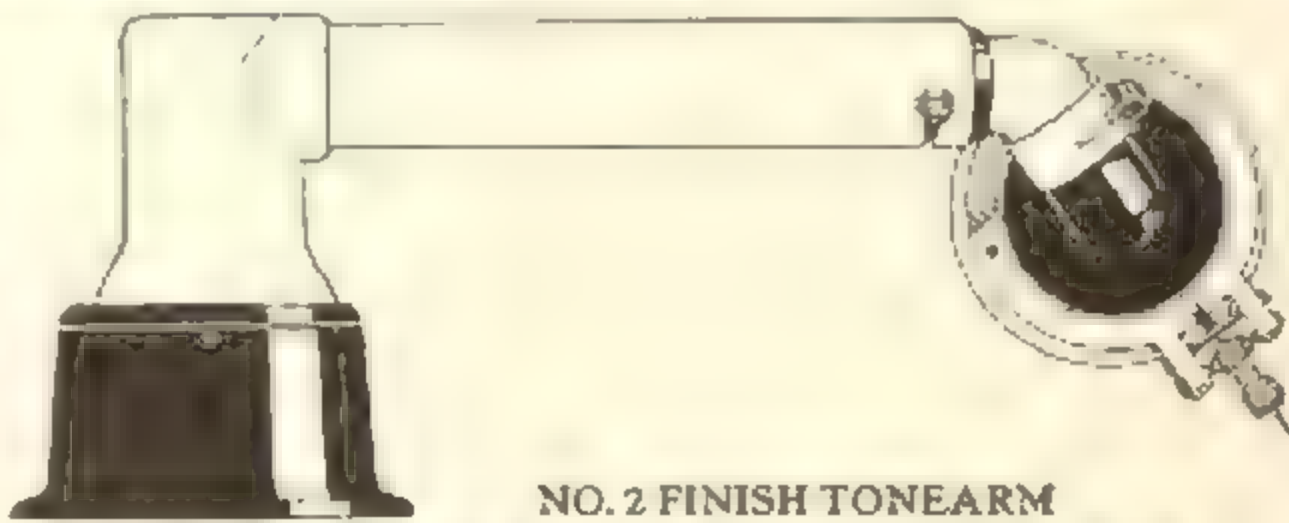
Manufactured under the Patents of Louis K. Scotford

Some New Finishes and Reduced Prices for 1921

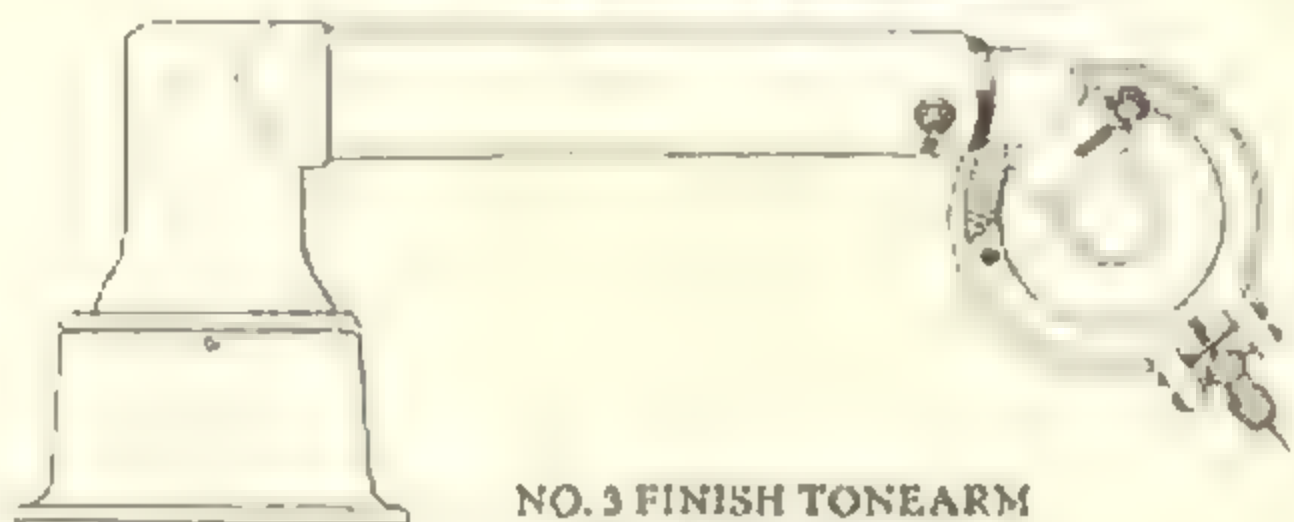
Before making your Tonearm and Reproducer contract for 1921, it will be to your interest to try out the Scotford inventions. Samples of the several combinations illustrated below will be submitted on approval to responsible rated firms. New concerns not rated may try out any or all of the models on depositing the list prices, and we agree to refund the full amount on return of the samples—or will adjust the price at quantity rate if a quantity is later ordered.



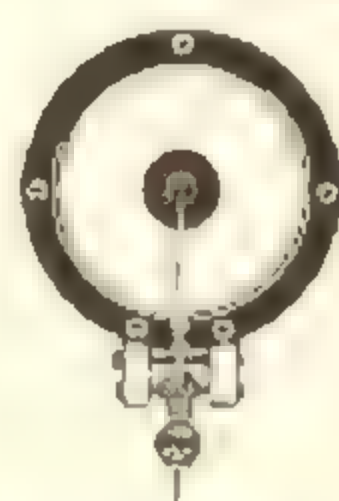
NO. 1 FINISH TONEARM
Plated Base, Black Main Elbow and Tube, Plated Connection with No. 1 or No. 2 Finish Reproducer



NO. 2 FINISH TONEARM
Black Base, Plated Main Elbow and Tube, Plated Connection with No. 1 or No. 2 Finish Reproducer



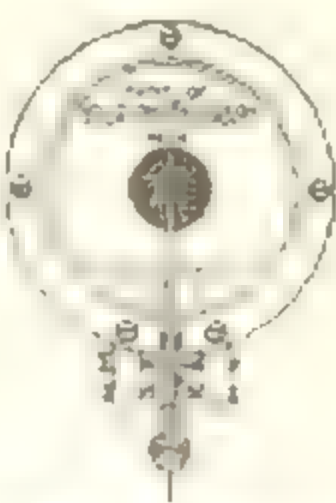
NO. 3 FINISH TONEARM
with No. 3 Finish Reproducer
All Parts Plated



NO. 1 FINISH REPRODUCER
Black Face Ring and Back
Plated Frame



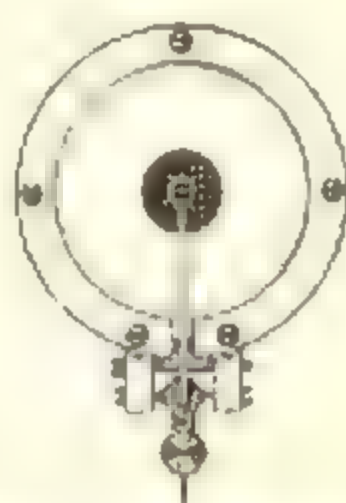
NO. 2 FINISH REPRODUCER
Plated Face Ring and Frame
Black Back
NO. 3 FINISH
All Parts Plated



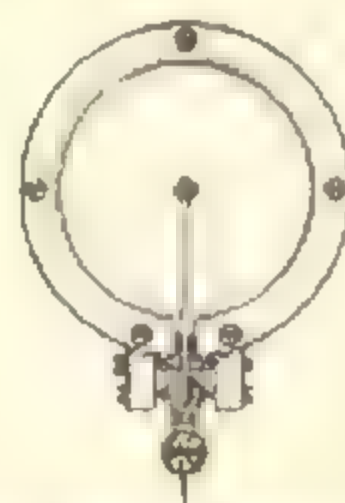
MICA DIAPHRAGM



MICA DIAPHRAGM
Superior Nameplate



MICA DIAPHRAGM
Plain Gold Plate



MICOEMPO DIAPHRAGM
Plain Gold Plate
"Superior" Nameplate
or Your Nameplate



BLACK DIAPHRAGM
Plain Black
Unlined
or Your Nameplate

List Prices, including Parcel Postage

	PLATINOID or NICKEL PLATE	POLISHED ROMAN GOLD PLATE
No. 1 FINISH Tonearm and Reproducer	\$7.00—Reproducer only \$4.00	\$ 9.00—Reproducer only \$5.00
No. 2 FINISH Tonearm and Reproducer	\$7.75—Reproducer only \$4.50	\$10.00—Reproducer only \$5.50
No. 3 FINISH Tonearm and Reproducer	\$8.50—Reproducer only \$5.00	\$11.00—Reproducer only \$6.00

PLATINOID is a new electro-plate finish which looks like Silver but costs no more than Nickel. Unlike Silver or Nickel, it is non-tarnishable.

Prices stated are for the Reproducer with First Quality Clear India Mica Diaphragm. For Micoempo or Black Diaphragm deduct 50 cents.

Quantity Prices are Much Lower than List Prices above

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets - CHICAGO

On the Columbia Novelty Record this month the Royal Serbian Tambouritza Orchestra plays two waltzes—"Spring Flowers" and "Quiet Night." How those novelty records do sell! E-4624.

**Columbia Graphophone Co.
NEW YORK**



INDIANAPOLIS CONTINUES TO BE A BUSY TRADE CENTER

W. J. Baker in Charge of Brunswick Business—Hopkins Purchases Edison Shop—Kipp Entertains Forces—Stewart Data on Deferred Payments and Interest—New Columbia Manager

INDIANAPOLIS, Ind., January 14.—W. J. Baker, Chicago, for the last time has been named as the manager of the Brunswick Talking Machine Co. branch in this city. Baker has been placed in charge of the new branch of that company in place of Frank Buttner, who has been named as the Cleveland branch manager. Mr. Baker has been with the company eleven years, working in various capacities at Grand Rapids, Mich., Detroit and Chicago.

Associated with Mr. Baker in the Indianapolis branch is A. G. Brown, sales manager. Mr. Baker is widely known in Indianapolis and has been with the company since last June. He speaks most enthusiastically of the year's business in Indianapolis, which, he says, has been much larger than the business of the previous year. The number of Brunswick dealers in Indiana, he says, has doubled within the last few months, and the prospects are that the number will be again doubled in the next year. He is planning now larger and more elaborate advertising campaigns and will soon place the new store, which was constructed last fall, and has met the expectation of its being a success in several months of its opening.

C. A. Grossart, manager of the Brunswick Shop, says that he did a remarkably good holiday business, particularly in records. He says he turned over his record stock many times during the month of December and was compelled to serve all the buyers.

Among the Victor dealers of the State who exhibited much activity in an advertising way during the holiday season was O. L. Foster, of Lafayette, whose quarter-page newspaper advertisement afforded an example of excellent copy containing a personal appeal that was exceptionally good. Following a general argument on the advisability of the Victor, this dealer inserted his paper advertisement and

received a large number of orders for the following records:

More than ten times I have seen Victor records in Lafayette. During the time I have been in the city, I have seen each of the other brands of instruments. If there were any instrument that could match in the same class as the Victor, I could have named it long ago, as I have never yet been able to come across another that equals the Victor in quality.

George E. Stewart and F. T. Butler, as a result of their trip to the Stewart and Butler Music Co. corrected some misleading advertising used in an Indianapolis newspaper and in Indianapolis long since. The company, with the support of a representative of the Indianapolis Better Business Bureau, issued the following notice to the Victor dealer: "We have been advertising our records as being of another make and asked the dealer to change a window sign to read 'Victor records' instead of 'Victor records'."

Purchases Edison Shop

The Look & Munn Co., headed by W. D. Hopkins, has purchased the Edison Shop from the Kipp Phonograph Co. Mr. Hopkins will continue to be the manager of the store.

Mr. Hopkins says the record sales during the holiday season were far ahead of the sales in previous years. The capacity of his record department, he says, was taxed to the limit in caring for the trade. The average price of machines sold during the last weeks of the year was higher than last year, according to Mr. Hopkins.

William S. Cooke, manager of the Indianapolis Talking Machine Co., says that on the day before Christmas he did the largest record business in the history of the store. One of the features of Mr. Cooke's holiday offerings was a

"Victor" machine which he personally selected in the store's appearance in a popular Victor 927 record. Victor. With Mr. Cooke and his family, the machine was sold for \$100.00 and the record for \$10.00. Mr. Cooke's family and friends of Mr. Cooke's family were present at the sale.

Kipp Phonograph Co. Entertains

On December 27 the Kipp Phonograph Co. entertained the members of its sales and shipping department at the company's headquarters. The entertainment consisted of a dinner and a presentation of a record. The company was conducted by the manager of the Kipp Phonograph Co., who was assisted by the general sales manager, and the sales and shipping department. The record was presented to the members of the department and the record was played for the members of the department. The record was played for the members of the department and the record was played for the members of the department.

A large and entertaining for the benefit of the women members of the club was given on December 29. This consisted of a banquet and dance at the Algonquin following a theatre party at the Algonquin Theatre. The women members of the club were guests at this affair, as were the women of the sales and shipping department.

Miss Marie Springer, manager of the Victor department of the Taylor Carpet Co., says that her Christmas business was by far the best in the history of the store. She says she is inclined to credit this largely to the fact that during December the department was advertised on twenty-one large billboards in Indianapolis. These billboards had been used by the seven Victrola dealers of the city for one year ending November 30 after which time the Taylor Carpet Co. contracted for them for an indefinite period.

Dealers Favor Interest Charges

The Stewart Talking Machine Co. has been conducting a field investigation on the question of charging interest on deferred payments. The investigation was conducted by letter and personal calls among the representative dealers in its territory and it showed that ninety-two out of 102 dealers favor the establishment of an interest rate. The questions asked of the dealers were as follows:

Would you like to see a Victor dealer charge interest on deferred payment contracts?

Do you charge interest on sales of this nature? What rate? How long have you used this system?

If you are using this system at the present time please explain in brief your idea concerning it and what effect it has on your sales.

If you are not in favor of charging interest on deferred payment contracts state briefly your main objections.

Ninety-two dealers answered "yes" to the first question. Seven dealers answered "no." Three dealers expressed indifference on the question, two of them saying they sold for cash only.

Of the ninety-two who favored adopting the system, the following were the answers to the questions asked:



You have probably tried many reproducers hoping to find one which will overcome and eliminate thin, metallic, sharp tones. The STEURER REPRODUCER will satisfy you that we have succeeded in producing roundness of tone, volume, detail and a quality of tone entirely free from nasal or metallic characteristics.

We guarantee satisfaction.

Samples to the trade, \$7.00 each.

Fully covered by patents.

Steurer Reproducer Company, Inc.

158 West 21st Street

New York City

INDIANAPOLIS A BUSY TRADE POINT

The Indianapolis market for the past few months has been very busy. The demand for the Victor Talking Machine Company's records is very high. The demand for the Victor Talking Machine Company's records is very high. The demand for the Victor Talking Machine Company's records is very high.

The demand for the Victor Talking Machine Company's records is very high. The demand for the Victor Talking Machine Company's records is very high. The demand for the Victor Talking Machine Company's records is very high.

F. L. Scott, Jr., New Columbia Manager

F. L. Scott, Jr., has been named as the new manager of the Columbia record store in Indianapolis. He has been with the company for several years and has been very successful in his work. He has been with the company for several years and has been very successful in his work.

Mr. Scott is a very experienced manager and has been very successful in his work. He has been with the company for several years and has been very successful in his work. He has been with the company for several years and has been very successful in his work.

Mr. Scott is a very experienced manager and has been very successful in his work. He has been with the company for several years and has been very successful in his work. He has been with the company for several years and has been very successful in his work.

Stewart
Talking Machine Company

JOBBER
for the
Victor
Talking
Machine
Company



Indianapolis

It is planned to make the new building one of the most modern photographic printing plants in the United States.

New Home for Capital Paper Co.

The Capital Paper Co. is planning to build a new building at 1215 E. 10th St. in Indianapolis. The new building will be a modern photographic printing plant. The new building will be a modern photographic printing plant.

Among the new dealers in Indianapolis are...

agents for the Victor Talking Machine Company during the last months are J. M. Haney & Son of Union City, and James W. Dwyer of Hobart, N. C. Moller, manager of the store department of the Moore-Miller-Warren Co., reports the holiday business in his territory to have been very satisfactory.

Reports from the territory are generally favorable in the Indianapolis territory, indicating practically a normal business in the leading markets of photographs, while the picture stock in general is sold at a profit. The holiday season last year, it is estimated, that with orders held back from buying costly products, they have made money on the line. A fact which is apparent by reports of unsold stock of records, records being sold and becoming through the Indianapolis market. All of the holiday business was sold at a profit, and the average price of the holiday season.

SLUMP IN DEMAND FOR SHELLAC

Reports From Calcutta Are to Effect That Stocks Are Piling Up and Prices Falling

According to reports from Calcutta, India, there is a steady decline in the demand for shellac, with the result that heavy stocks are being accumulated by the dealers in that section with a resultant drop in prices. The falling prices in the situation in Japan, which is a major source of supply, is also a factor in the decline in the shellac market, and gives the talking machine industry about the prospect of 85 per cent of the total output of shellac.

However, as the demand for the talking machine business has attracted more salesmen, particularly in the record output in most cases, has been little or no excess in demand. It seems as though the new paper was widely informed regarding the nature of the situation. However, the news that shellac is coming down in price is a very serious situation.

Wholesale 1921 Exclusively

THE continuous demand for the Victrola is proving that "all is not gold that glitters." So concentrate your efforts where the results will be greatest.

Pearsall Service is an aid to better business.

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

TRUST IN EXPERIENCE



ABSOLUTE control of every situation comes from knowledge of the FACTS—not from guesswork or theory.

WHEN YOU SIGN UP for the TALKING MACHINE WORLD SERVICE exclusively in your city you secure the best that money can buy in the way of service from highly trained retail music experts.

THE COST? NOTHING—when you notice the results obtained for the money invested.

WE WILL GLADLY forward complete information regarding the TALKING MACHINE WORLD SERVICE upon receipt of the attached coupon.

Talking Machine World Service,
373 Fourth Avenue, New York City

If other dealers in big cities as well as small towns are getting results and making a big profit on the Talking Machine World Service, I'd like to know all about it. Without obligation, send me sample copies of ads, form letters, ideas, etc. Tell me what it will cost per month for exclusive use in my territory.

The population of my city is

I handle these machine

My firm name is

By

My address

K 11-11

Mail the above coupon today.

TALKING MACHINE WORLD SERVICE
373 FOURTH AVENUE NEW YORK CITY

LARGE TOTAL SALES RECORD FOR YEAR IN LOS ANGELES

Review of Business Conditions—Victor Period Designs Grow in Favor—Brunswick Activity—Garbett Delivers Interesting Lectures to Victor Dealers Under Auspices of Sherman, Clay & Co.

LOS ANGELES, Cal., Jan. 14.—Considering that the business for the month of December, 1920, was abnormal, that for the last month of 1920 was extremely satisfactory for the volume of business conducted that on the whole by a large margin in the aggregate. Many items showed a large increase over the corresponding months of the previous year, while others showed that they at least equaled last year's sales for the month, but none admitted a falling off. Total sales for the year 1920 far exceed those for 1919. There is a general feeling of optimism for 1921.

Sells First Period Model for Cash

H. H. List, of the Southern California Music Co., announces the distribution of selling the first of the Victor Victrolas of period design. These models which have been looked forward to for a really long time, received four Angeles post-

in time for holiday business and have been much admired for their superior workmanship and excellent tone. Mr. Fish sold a Louis XVI Victrola for \$1,265 cash.

War Hero in Santa Barbara

After a splendid war record in France, World War I hero returned to New York suffering from the effects of poison gas. He was advised by physicians to take up his residence on the Pacific Coast and located in Santa Barbara where he was given charge of the Vocational department of Bolton & Jones. Mr. de Vitale was formerly at Avohan Hall, New York.

Blue Bird Manager Returns

After an extended six weeks' trip in the East, M. P. Fyhrish, general manager of the Blue Bird Talking Machine Co., has returned to Los Angeles. In discussing the readjustment period which had been reached in the phonograph busi-

ness, as in other lines, Mr. Fyhrish expressed the opinion that the public would demand 100 per cent merit in the goods that they purchased and that the manufacturer who concentrated along these lines was bound to survive and win out.

Barker Bros. Have Busy Days

During at least two weeks previous to Christmas Day the thirty-two record demonstration booths and salesrooms in the phonograph department of Barker Bros. were taxed to their limit and there were times when customers were obliged to await their turn to listen to records in comfort. General Manager Booth reports that the sales for December far exceeded those for the corresponding period of last year.

New Vice-president at Richardson's

Wid. Gunning, editor of "Wid's Daily," the publication which is known far and wide as the "Dem and Bradstreet" of London, has secured an interest in Richardson's, Inc., and was recently elected as one of the vice-presidents of the company. Mr. Gunning was well known formerly in the machine circles and was at one time a member of the traveling sales force of the Victor Talking Machine Co.

Opens Special Repair Shop

A much needed repair shop has been opened by F. J. Cook in the Brindley Building. Mr. Cook is well known among the trade as a very competent expert repairman and "trouble shooter" and his shop will be much appreciated by dealers whose own repair departments are extra busy or who are without such help.

Pathe Rooster Holds Sway

The phonograph department of Graham Jenkins Furniture Co. is devoted exclusively to the sale of Pathe phonographs and records. W. C. MacDonald, manager of the department, is a very enthusiastic devotee of Pathe products and believes that the center is realizing more and more the points of excellence of the Actuelle and of Pathe records.

Wiley B. Allen Co. Specializes

Manager Tucker and his able department manager, Mr. Jackson, seem determined to have no more returned towards making their record department second to none. Accordingly the services of Mrs. Greenwood have been engaged as a combination of expert, educational and originality expert. Mrs. Greenwood comes well equipped through the experience which she gained on the educational staff of the Victor Talking Machine Co., and this, combined with her own personality and a wonderful and untiring capacity for hard work, cannot fail to produce results.

Barnes Boosts Brunswicks

Some very excellent publicity is being given the Brunswick phonograph and records by the Barnes Music Co. George H. Barnes, president of the concern, has a strong dislike against himself instead of being head of a very successful music house he should be devoting all his time to advertising. It is too bad but cannot be helped, although doubtless there are many who would trade jobs, and anyhow, George lets off steam by writing the copy for the Barnes Music Co., and it is very good and, what is most important of all, it produces results.

Sherman, Clay & Co.'s Dealer Service

A series of lectures have been recently given to Victor dealers by A. T. Garbett, special representative for Sherman, Clay & Co., Victor distributor. Mr. Garbett was formerly with the Victor Talking Machine Co. and edited both the Victor monthly supplement and the Voice of the Victor. His knowledge of music is very extensive and he seems to have mastered the art of record salesmanship. His lectures filled his hearers with renewed enthusiasm and gave entirely new and original ideas both from a psychological point of view and a musical sense. Reports have already been made of direct results obtained by his pupils at those few lectures.

Harry Clulde, who was very well known in Los Angeles in former days and was for years in charge of the talking machine department of the Wiley B. Allen Co., was a visitor here for a few days recently. He was heartily welcomed.

TALKING MACHINE WORLD

YOU HAVE AGAIN DEMONSTRATED YOUR WONDERFUL
"PULLING" POWER BY SELLING "YOU-NIT" CABINETS ALL
OVER THE U. S. A. AND CUBA IN 60 DAYS.

OGDEN

AT LAST A

(For all Table Type

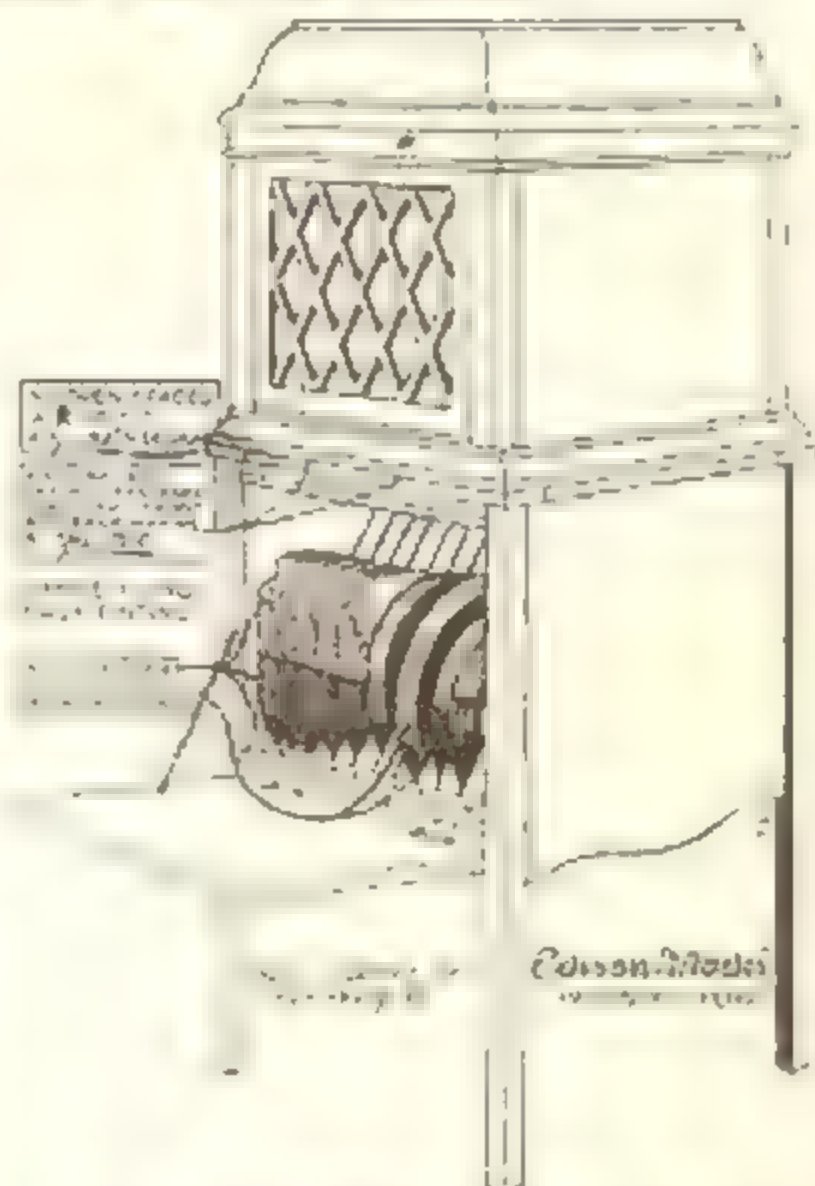


CABINET

(Machines)

Which becomes a "Unit" with the Machine. Fits so the open space or Dust Trap is closed. All You-Nit cabinets are in harmony with the construction of the machine they are made for.

Matches in material and finish and fastens to the machine, making a one-piece unit of superior appearance, greater convenience, and increases the value and salability of every Table Type Machine.



BETTER CABINETS, LOWER PRICE,
MORE PROFIT

A Model for Every Table Type.

Fit on One and Amberside Victrola VIII & IXA,
Victrola C & D, Pathe 3 & 6.

Write for list of jobbers carrying this stock and
prices of all models.

Model B-C Cabinet
Note how it fits into the machine body
A You-Nit or being cabinet made for all
types of machines

These cabinets supply the increasing demand for lower priced outfits

We can ship you now.

OGDEN CABINET CO.

Lynchburg, Va.

ANOTHER SONORA ACHIEVEMENT

Announcing the introduction of the
ETUDE MODEL \$100—list



Dimensions:
42 1/2" high
17 1/2" wide
17 1/2" deep

SONORA feels absolutely confident that this is the greatest phonograph value offered today and this is in line with Sonora's long established policy of giving the greatest value consistent with highest quality at all times.


The Etude model embodies all the features of construction that have made the Sonora famous and in every way is representative of the Sonora product.

While this model is already in production and deliveries are being made from the factory now, the demand for it will immediately be so great that it is suggested that orders be placed early.

SONORA PHONOGRAPH COMPANY, INC.

George E. Brighton, President
NEW YORK CITY 279 BROADWAY
Canadian Distributors: I. Montagnes & Co., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



THE HIGHEST CLASS TALKING MACHINE IN THE WORLD



Unico Department Equipment Treatment Rooms

Give a Thought to Sales-Efficiency

Now that the holiday rush is over, sit down a minute and let us analyze the sales-efficiency situation at your store.

It is true, isn't it, that people purchase articles from one store in preference to buying the same things at another. There is always a reason.

People will buy where they get the most service for their money over and above the fixed price of the article purchased. This service takes many forms, but always narrows down to sales-efficiency. Are your customers getting the utmost in sales-efficiency from you?

Unico Equipment will enable you to render sales-efficiency in the highest degree.

Unico Decorative Treatment will attract the customer—Unico Demonstrating Rooms will offer your customer proper environment—Unico Racks and Counters will add to the general attractiveness, they will put your stock in order and enable you to produce efficient service to your customer.

We want you to write, telling us your requirements. Of course, this will not incur any obligations on your part.

Our ability to make immediate shipments followed by immediate installation service makes Unico Equipment doubly desirable to you.

Unico Construction is patented.

Unico Designs are patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
209 Madison Ave
Corner 41st St.

Rayburn Clark Smith, President
53th Street and Grays Avenue
PHILADELPHIA

CHICAGO
Willoughby
Building

DETROIT DEALERS WELL PLEASED WITH TRADE SHOWING

December Closed a Year Uneven but of Good Volume as a Whole—To Fight for Larger Trade in 1921—Jewett Activity Abounds—Talking Machine Records in Great Demand—Other News

DETROIT, Mich., January 4. Another year has gone by and again dealers are busy taking inventory and getting up their reports for the year. When we have had any dealers give us actual figures we will know this December business with most years was off about 10 per cent as compared with the same month in 1919, when the year as a whole was better. On the other hand we know of dealers who did a bigger business this year than last. But even a slight decline in the gross business for the month is taken as an increase, because dealers say that unemployment in Detroit during the winter this year was the greatest in ten years and naturally it could hardly be expected that sales would be normal. However, they did not fall down 50 per cent as was expected. Dealers are all smiling these days and are very much pleased over the December showing as well as over the entire year just passed.

Now another year has come and dealers are already planning for a good business. Maybe it will not be as good as 1920, but nevertheless dealers are going to strive hard for it, now realizing that with competition so tight back to normal it is a more keen competition and a harder fight for new business. They will not wait until the national advertising of the big concerns brings people to their stores, instead they will go out after new business.

New models carrying important success with dealers and they should carry a full service line. For it is surprising the number of places where talking machines can be used to good advantage. We already find them in restaurants, confectionery stores, schools, companies, shopping places, in factories, but also in a great list of these places. When not in use for them it means that dealers will find many employ outside salesmen to carry on their business in this way. It is a subject and a matter that deserves

pay too little attention to, owing to the fact that most of their sales come so easy from people who come into the stores and are already sold because of the national advertising.

One of the big talking machine record hits right now is "Marge." The writer was in a certain store where the hit was advertised. No less than a dozen people asked for the record but the store was entirely out. But these people wait? Positively not. They went around the corner and kept going until they found some store that had it for sale. This is another point that needs attention. Dealers should judge the hits and order accordingly, and jobbers should also prepare for big orders, as well as reorders, and be prepared to supply dealers almost at a moment's notice. If the druggist is out of some article he phones the wholesaler and the same day he is taken care of. Why not such prompt service in the talking machine industry?

L. E. Grinnell, president of Grinnell Bros., has left for Sea Breeze, Fla., where he has a winter home. C. A. Grinnell, vice president of the company, leaves for the same place the last week in January. Both will remain there the entire winter.

Grinnell Bros. will hold their annual convention of branch managers the last week in the month. Talking machine topics will comprise a good share of the program.

Edwin Grand Rapids quite a number of prominent officials of phonograph companies are attending the semi-annual furniture exposition, which is a good field for new business. Dealers from all parts of the world gather there in January and it is an opportune time to secure new representatives. Most of the companies have permanent display rooms there and their entire line is on exhibition.

A. A. Linn, sales manager for the Jewett Phonograph Co., 1730 Penobscot Building, De-

troit and factory at Adrian, Mich., believes that the demand has already started for the Jewett phonograph and records are ordered daily as well as applications from dealers for jobbers for franchises. Jobbers have been appointed in Iowa, California and London, England, and new ones will be added just as fast as the company can get around to it. They are determined to make the Jewett one of the most popular phonographs," said Mr. Linn. "We will specialize in period designs at lower prices, although we also will make a few reproductions. But we are not going to bother with the real cheaply priced product, neither do we want the thousand dollar model which they sell only once in a while. We will be general good merchandise at popular prices and that is what we are going after." Mr. Linn got to start in the music business with Grand Rapids where he was general utility man. Three days later he was made a flattering offer from Sunland, former manager of the Grand Rapids branch which he accepted. Mr. Linn for some time traveled the State calling on the dealers; then he went with the Acoustic-Vibration Co. whose line he sold for more than a year. A few weeks ago he accepted the same management of the Jewett Phonograph Co.

The new owners of the shops formerly conducted here under the style of the Warner Bros. Co. are gradually doing away with the name and calling them "Brunswick Shops." Although the holidays are over the Brunswick Shops have not let up on their advertising and it is their plan to keep it up constantly during the coming year.

PAUL BAERWALD RETURNS

Paul Baerwald, Eastern sales manager of General Phonograph Corp., recently returned from Asheville, N. C., where he spent two weeks' vacation with his wife and daughter. When seen by The World this week he was feeling fit in every way and optimistic regarding the business future.

Jewett Phonograph Agencies Are Now Being Assigned

Those who avail themselves of the opportunity of securing a Jewett agency franchise at this time will, in so doing, assure themselves an enviable future in the field of phonograph agencies.

The Jewett line marks an innovation in phonograph merchandising, in that it includes a complete line of console models representing the finest type of cabinetry yet designed to sell at popular prices.

We invite correspondence from reliable distributors and dealers.

Jewett Phonograph Company
1730 Penobscot Building
Detroit, Mich.

The new Jewett Phonograph is the latest manufacturing achievement of the Jewett Brothers, builders of the well known Paramount and "The Most Beautiful Car in America."



"Queen Anne" Console Model

Length—40 inches
Height—36 inches
Depth—24 inches

List Price—\$225

JEWETT PHONOGRAPH COMPANY,
1730 Penobscot Bldg., Detroit, Mich.

Please send me details regarding your agency proposition in this locality.

Name _____

Address _____

"MCCARTHY AND TIERNEY'S NEW ONE"
WHY DON'T YOU
THE BIG MELODY HIT FROM "AFGAR"
SUNG BY ALICE DELYSIA
PUBLISHED BY LEO FEIST INC.
FEIST BLDG. NEW YORK

You can't go wrong with any Feist Song



HIGHLY IMPORTANT TO TALK PRICES, NOT TERMS, TO-DAY

C. S. Hammond, Manager of the Music Salons of Fred. Loewer & Co., Brooklyn, Gives Sound Advice Based on Successful Experience in the Music Trade Field

"You have asked for a story on phonograph salesmanship. It is felt that I could add anything to the already complete literature on this subject I would gladly do so.

"As I see it, however, there are certain most important matters which we as phonograph merchants and salesmen must observe at this time. By doing this we will have a part in the building of a solid structure which will be better able to withstand the storms of business depression or financial stringency than if we were altogether interested in selling as many phonographs as the market could possibly absorb, regardless of the manner in which they were sold.

"Let us assume that during the present year all merchants recognize the wisdom of handling and selling only certain well-known and established makes of instruments, thus insuring their business future against the coming tacks of disgruntled customers. We are safe in making that assumption because the day of the makeshift phonograph is past. With that fact as a starting point in our reasoning it must be evident to any thinking merchant that these instruments should be merchandised in a high class, dignified manner.

"Already we are beginning to see entirely too much of the 'one dollar down and one dollar per week' variety of phonograph advertising. I would like to hear someone tell me just what advantage are the phonograph merchant or thinker has when, perhaps a dozen other of his weak-spirited brethren are indulging in this same kind of advertising, as far as the securing of immediate sales is concerned. It doesn't take a smart merchant or a literary genius to write an ad which clearly features low prices and lax terms.

"This fact, of course, might be the reason why the newspapers are carrying so much of this kind of advertising at present.

"Aside from the fact that the selling and advertising of phonographs on this basis is bad business from an economic standpoint, is it not also true that such advertising has a tendency to cause the public at large to have less respect for our business?

"We should have more human interest advertising featuring the joy and educational advantages that a phonograph will bring into the home, and the salesmen who maintain the point of contact with the customer should sell these instruments on that basis. They should be able

to talk about the quality of the instrument. They should have a reasonable mind or may call it imagination, to be able to interest the customer with the musical possibilities of the instrument.



C. S. Hammond

to sell them in the low terms on which it could be purchased.

"All phonograph merchants should feel sincerely thankful to the Satoria Co. for the influence it has exerted in discouraging 'easy terms' advertising.

"Manufacturers, merchants and salesmen should study their business problems this coming year as they have never done before. There is good business to be had by those who will go after it in a high-grade, constructive manner."

Satoria Bell

Phonograph and Record Manufacturers

Ahead of you is a year of supreme "selling". The dealer will need every selling assistance you can give him.

But he will appreciate and use only that material which does actually help him sell machines and records.

Einson Litho Inc. have for years designed and lithographed Window Displays, Interior and Counter Displays for the largest concerns in the talking machine industry.

Put your 1921 dealer display problem up to experienced specialists.

EINSON LITHO
INCORPORATED

Executive Offices
 and Art Studios
 71 W. 23rd St., N. Y.

Factory & Plant
 327 East 29th St
 New York, N. Y.

VICTOR NUMERICAL RECORD LIST

The Victor Talking Machine Co. has just issued to the trade the 1921 Numerical List of Victor Records, a truly imposing volume, including all records announced prior to the January 1921, supplement. The list takes its usual form with space left for the pasting in of the new numerical supplements as issued during the current year. Intelligent use of the volume will do much to simplify the handling of the record problem for the dealer.

The Colver Brothers Music Co., Holyoke, Col., has opened a branch store at Haxton, Col., under the management of L. F. Allan.

1921

The Year of Quality Phonographs

Use Our 1921 Meisselbach
Motor of Quality



19-A

You Will Have Only Satisfied Customers

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN President

25 West 45th Street New York City, N. Y.

Factories: Newark, N. J. Elvira, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can. London, Eng.



The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

Boston, Mass., January 5.—The old year did not end exactly in a blaze of glory for the holiday business was not what leaders or jobbers would have liked but the most interesting thing is that the conditions have not left any bad scars on the face of local business and there is the greatest hopefulness that the new year, as it develops week by week, will steadily gather impetus toward a more normal condition. The local credit men hold that good times are near and by way of bolstering up their position the credit defense committee of the Boston Credit Men's Association has sent out a communication which reads as follows:

"Good times are just ahead. We believe a heavy domestic buying demand will come just as soon as the new reduced level of prices becomes stabilized.

"To hasten the coming of good times business men should, at this inventory season, reprice their stocks on hand at replacement value, eliminating all damaged lines, each of such action results in reduction of capital as well.

"Face the situation courageously and by so doing get ready for the immense buying demand that has been held back by war prices.

"The Boston Credit Men's Association, a co-operative organization of over 1,000 credit grantors, with membership drawn from manufacturers, wholesale houses and banks, will be glad to confer with any merchant who is temporarily affected by the deflation, with a view to helping him out of his financial straits so that his business may be saved and continued.

"There is no cause for any business man to be discouraged. Conditions confronting us at this time are no different from those that have in the past been met and successfully overcome.

"By avoidance of drastic or hasty action by proper respect for the rights of others, by closer co-operation and with full and complete confidence in each other, all will work out satisfactorily.

"Present conditions may be made the ground work for greater prosperity by determination to build business upon safer, sturdier and stronger foundations. Let us all get together."

Geo. W. Hopkins to Speak

George W. Hopkins, general sales manager

Best Wishes for Nineteen Twenty One

And may the service we give you
in this New Year be helpful
toward making it prosperous and

VICTOR-IOUS

Steinert
Service
Serves



Use
Tungs-tone
Styli

M. STEINERT & SONS CO.

VICTOR WHOLESALERS

35 Arch Street :: :: :: :: :: Boston

the chairman is scheduled to be a speaker at the Boston City Club on Thursday, January 13, when he will take for his topic "Business Today, What Are You Going to Do About It?"

Kenneth E. Reed an Optimist

Kenneth E. Reed, wholesale manager of the M. Steinert & Sons Co., is one of the especially hopeful spirits in the trade and he is looking for a resumption of healthy business soon after the new year. He claims that as this section was one of the first to feel the effects of poor business it will be the first to get over it, in other words, the first to come under the spell of a renewal of business activity. He says, further, that the Steinert house, despite general

conditions, has a good year, that there has been a splendid spirit of co-operation among all those with whom the Steinerts concern does business and that there is every reason to look for rapidly improved conditions, provided everyone does his part.

Sentenced on Theft Charge

In the municipal court Judge Dint sentenced Herbert L. Royer, of the Royer Talking Machine Co., and Charles Lowell to six months in the House of Correction at Deer Island, following a trial in which the conspiracy was laid to steal talking machines, which resulted in the victimizing of several stores as well as dealers. Both Royer and Lowell appealed and were held in \$2,000 for the superior court. Edward J. McDonough, who gave the court much valuable evidence, had his case placed on probation.

According to one of the stories told, McDonough had been a much-wanted person around the Boston stores, assuming a new name, so it is alleged for each store he entered, and he confessed to former District Attorney Webber who appeared in behalf of the victimized talking machine dealers, that he had bought machines ranging in price from \$75 to \$275 from dealers on the level plan, paying an initial payment of from \$5 to \$10. As "W. J. Quinlan" or "Linnerty" or some other name he would sign leases and have the machines sent to different addresses. He would wait at each address until the machine was delivered and then have it removed to the talking machine store in Lowell, from where it would be reshipped to Royer at the latter's place of business.

One of the officers attached to City Hall avenue police station was able to locate nine machines which had been stolen and had them returned to their owners. It is hoped in the local trade that the present disposition of this case will put a stop to a situation that had become highly annoying to dealers in Greater Boston.

Suffers Damage From Smoke

The quarters of the New England Talking Machine Co. in Beach street were somewhat damaged by smoke during a fire a few nights ago, which broke out on the third floor of the

(Continued on page 101)

1921

A year full of
great opportunities
for the
Victor Retailer

Eastern Talking Machine
Co.
85 Essex Street
Boston, Mass.

EASTERN SERVICE

"NEW ENGLAND SERVICE
FOR NEW ENGLAND DEALERS"

HIS MASTER'S VOICE

Established 1870

Oldest and Largest
Manufacturers of
Talking Machine
NEEDLES
in the World



"Fifty Years of Needle Making."

"If a Talking Machine Needle could be
made better, Bagshaw would make it."

W. H. BAGSHAW CO.

INCORPORATED 1917

LOWELL, MASS.

bunking in the jail. "I don't know how
 corn. The car started at a time when the
 neighbors, who were sitting out and there
 was great excitement as the apparently blind

Talking Machine Men in Association

[illegible]

Some Attractive Holiday Souvenirs

Several thousand students and teachers gathered at the hotel to share in the joy of the occasion and concerns. The Father in Christ Mission for a stable and a sound community of people. Every day, the church is a place of joy and renewal, a place of growth and change, a place where the Holy Spirit is at work. In addition to the annual Christmas and New Year's greeting, the church is also in the last of the year.

The M. Stewart & Sons Co., makers of the famous "withered" Scotch Whisky, have been a constant companion to the Scotch people for over a year ago. With the Scotch Whisky, they are at kindly keeping. The Scotch Whisky is represented by a Scotch Whisky, the most sensible decision. In the Scotch Whisky, the Scotch Whisky is the Scotch Whisky.

the present situation. From the U. C. Library Co. come an artistically engraved card and the compliments of the season.

Vocation in Theatre Lobby

The play of the Colonial Theatre, one of the best leading theatres, during the first of the month, Manager Wheatley, the local agent of headquarters, had placed a Vacation comedy play and its special purpose was to play

the records of Leonidas Thomas, who is starting at this theatre in "Apple Blossoms." Mr. Thomas is a Vocalion actor and his records, according to Margaret Wheeler, have been in great demand in this section. The sale receiving added impetus as a result of the novel method of demonstration in the theatre lobby. At the same time a large photograph of Mr. Thomas and members of the company in "Apple Blossoms," taken on the stage of the Colonial, was featured in the windows of the Vocalion store on Payson street.

Mr. Wheatley reports an excellent Christmas trade and the new year found him looking forward to a large opening of the Vocation business in this territory. He has recently opened up a number of new accounts in various cities in New England.

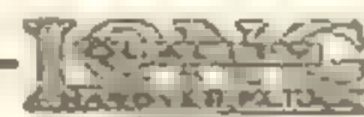
President Frederick Schuler, of the Ladies' Ellenburger Club, is a talented, reports that this company is starting the new year with a lighter stock than was the case a year ago following a substantial Christmas business. He says that the recent closing of the talking machine department of the L. has no effect in the local market.

Successful Columbia Drive

Manager Fred J. Mann of the Columbia, says that the two months drive was most successful and arrangements are being made to keep it up for a while longer. The extra developed a great many excellent prospects which will be closed in as soon as business conditions again become normal. He says that in his territory the year's business taken in a whole was good.

Steinert Christmas Parties

Wiederum sind die folgenden Aussagen äquivalent:



MUSIC CABINETS

See Display Ad in This Issue

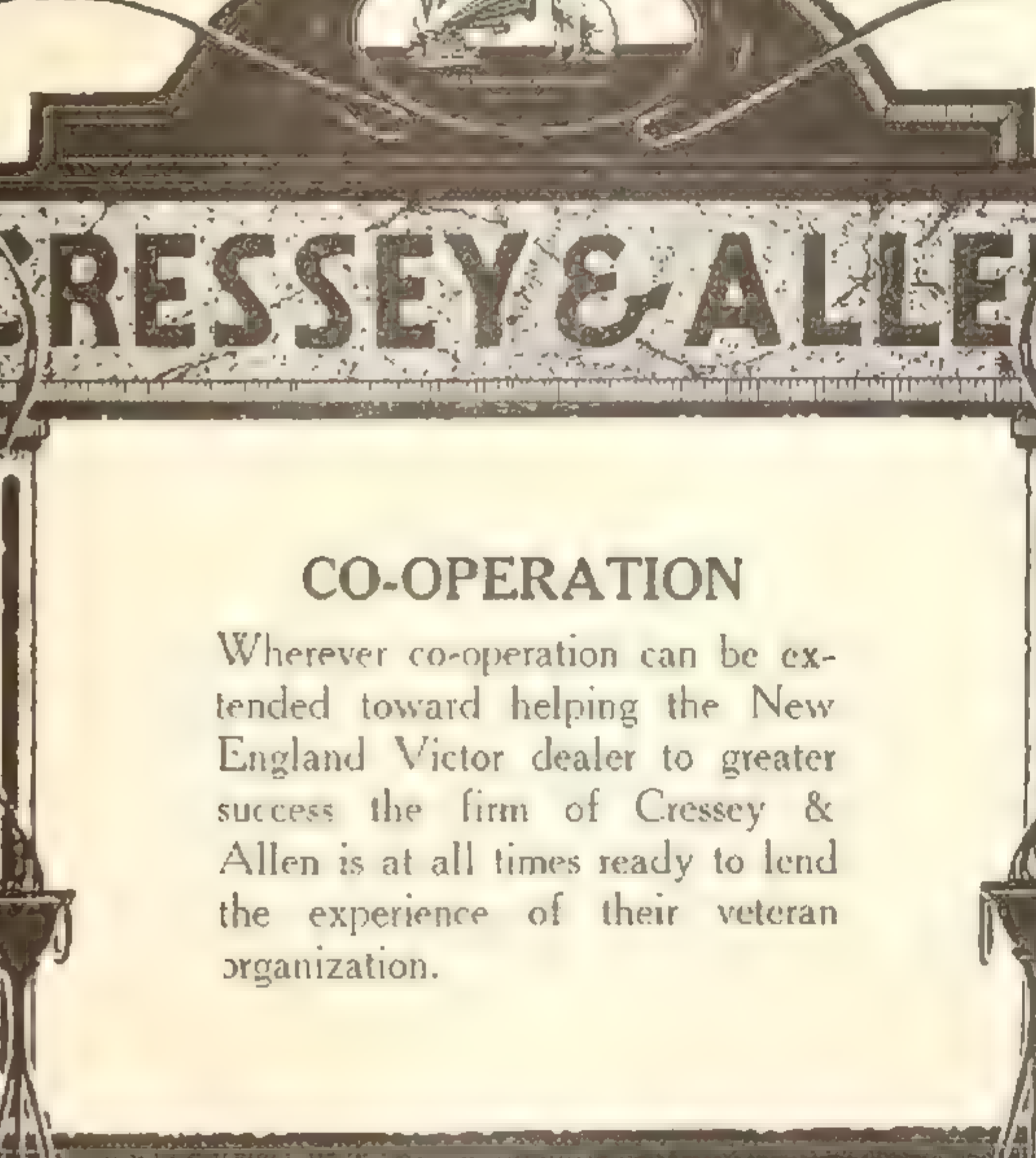
Peerless Record Album

See Display Ad in This Issue

SPECIAL

I am prepared to accept all orders on either side promptly.

Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Renaissance



CRESSEY & ALLEN

CO-OPERATION

Wherever co-operation can be extended toward helping the New England Victor dealer to greater success the firm of Cressey & Allen is at all times ready to lend the experience of their veteran organization.

PORTLAND MAINE

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 102)

good showing and the whole establishment is kept on a high improvement during January.

Looks for Big January Business

Joseph Burke, of the Musical Supply & Equipment Co., spent a part of the holidays at Atlantic City, whether he went with Mrs. Burke for a vacation following a busy season. He returns to his work much benefited by the change. He reports some excellent prospects in the South for the coming year, and is looking for a good January business. Mr. Burke is taking a short trip into Connecticut in a few days.

PLANNING NEW STORE CHAIN

United Phonograph Stores, Inc., Chartered Under Delaware Laws at \$1,000,000 to Deal in Talking Machines at Retail

Boston, Mass., January 4.—The United Phonograph Stores, Inc., incorporated in Delaware for \$1,000,000, for the present has its offices in this city at 185 Devonshire street, though the fiscal department is in New York. The purpose of this concern is to operate a chain of talking machine stores all about New England. Nelson, first vice president of the company, and remembered as lately with the Beacon Phonograph Co., reports that the stores in New England have been picked up with the exception of New England which will not be included in this consolidation of retail stores.

The officers of the company are: President, John A. Easton; first vice president, Richard M. Nelson; second vice president, William J. Logan, who also has been vice president of the Beacon; the capacity of secretary, secretary and assistant treasurer, Arthur D. New; treasurer, Samuel D. Whitmore. The board of directors consists of Easton, Nelson and Charles Thompson of New York. Other trustees are: John J. Squares, Auto Supply Co., and John J. Thompson, of Boston.

BEACON AFFAIRS BEING ADJUSTED

Walter J. Barris, Hardwood Dealer, Is Assignee and Hopes to Settle Claims Outside of Court—Book Assets Said to Be \$58,000

Boston, Mass., December 30.—At a meeting of some thirty of the creditors of the Beacon Phonograph Co., held at the factory in Somerville, Walter J. Barris, of the Barris Bealock Co., dealer in hardwoods in Charlestown, and the third largest creditor of the Beacon, was selected to be assignee, and it was the consensus of opinion that it would be far more advantageous to all concerned to close out the business as soon as possible and settle up its affairs between themselves rather than proceed through the bankruptcy courts, which, it is claimed, would involve extra and unnecessary expense.

In all there are 114 creditors. The two largest are reported to be the Old Colony Trust Co., which, it is understood, loaned money to the Beacon to the extent of \$21,000 and the Palmer Parker Co., lumber dealer, whose claim is for \$4,000. That of the Barris Bealock Co. is for \$3,000. Some of the smallest creditors have claims running from \$5 to \$10.

It is claimed that the Beacon represents an investment of some \$65,000, that the book assets stand at \$58,000, but may eventually represent quite a shrinkage, and the accounts receivable are valued at \$10,000, but these, too, may suffer shrinkage, as it is understood many machines have not as yet been returned. As there are many machines at the factory in process of construction it is the hope of the assignee, announced by the creditors present at the meeting, that these could be finished and disposed of and thus turned into cash.

It is the hope of these creditors attending the meeting that all pending claims against the Beacon Co. will assert to the assignee prior

to liquidating the business and not pressing their claims through the bankruptcy court.

"Buy Now" Move

Is Making Strides

The "Buy Now" campaign, brought out by the Cleveland Chamber of Commerce and sent throughout the country by national trade organizations, has met with success and is being adopted by Chambers of Commerce in other cities.

The declaration, prepared by the Manufacturers' and Wholesale Merchants' Board, the Retail Merchants' Board and the Industrial Development Committee, urges all to buy conservatively, cautiously, but to buy at the present time.

It declares that the disinclination of merchants to buy has brought the business of the country to a standstill and points out that failure to purchase now will bring about a buying wave later, which will result in a shortage of merchandise and an advance in prices.

REPRESENTS THE MAGNAVOX

TELEPHONE, Jan. 4.—John Jensen, owner of the Brunswick Shop, 527 Wabash avenue, will become the local agent for the Magnavox Talking Machine. He has been entertaining the citizens of Little Italy.

THAU TO ATTEND VICTOR SCHOOL

George Thau, assistant manager of the Blackman Talking Machine Co., Victor wholesaler of New York, will attend the next session of the Victor Salesmen's School, which will be held in London the latter part of the month.

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

—PHONOGRAPHS AND RECORDS—

Every Brunswick Sold Sells Others

A REAL customer is not one who buys a thing once, but one who would buy it again, if he had to do it over.

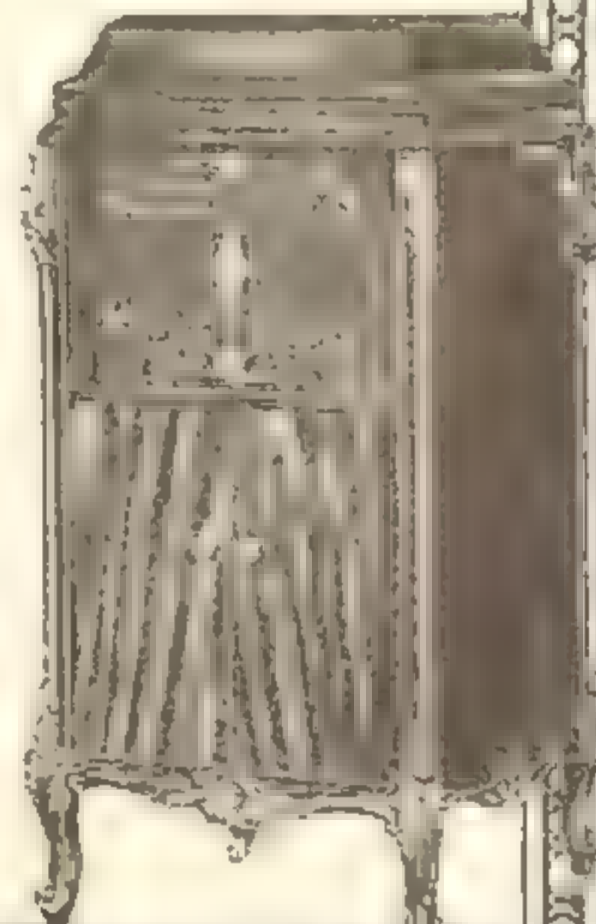
All Brunswick buyers belong to this class. Brunswick owners become enthusiastic about The Brunswick. They take delight in explaining its various features, particularly the Ultona.

Naturally they take pride in having something new, exclusive and different from the rest.

The Brunswick has created an army of recommenders who work unconsciously to make more sales. And they really feel that they are doing others a favor in praising it. Thus Brunswick satisfies the real test of worth—the product stays sold.

KRAFT-BATES & SPENCER, Inc., 156 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS

TONOFONE. VICTROLENE. MOTROLAS. RECORD FLASHER
Steel Needles Jewel Points Albums Record Brushes Khaki Covers



All Grey Gull Records 85c. Retail

Not merely a few, but the ENTIRE LINE---

A regular STAMPEDE to get them at this price. Write nearest distributor. See List below.

Our output has been doubled, then tripled. And now we are doubling it again to fill the orders.

Price COUNTS nowadays, as Grey Gull Dealers can testify. A dollar for records is too high---it's a War Price. 85 cents is Normal---and the Public BUYS. Try it and see.

Grey Gull Records are recorded and manufactured complete in one plant by a conservative, strongly financed concern. They are not tied to any phonograph. Send in a trial order to nearest distributor.

Distributors

American Phonograph Co.

17 N. Ionia Ave.,
Grand Rapids, Mich.

Associated Furniture Manufacturers

1209 Washington Ave.,
St. Louis, Mo.

Joseph Barnett & Co.

218 Fourth Ave., East,
Cedar Rapids, Iowa

Capital Paper Company

South St.,
Indianapolis, Ind.

Cole & Dunas Music Co.

54 W. Lake Street,
Chicago, Ill.

Excelsior Music Co.

Cape Girardeau, Mo.

Fuller Phonograph Co.

101 N. Water Street,
Wichita, Kansas

Grey Gull Records, Inc.

295 Huntington Ave.,
Boston, Mass.

Harvard Phonograph Co.

515 First Avenue
Pittsburgh, Pa.

Scott Register Co.

100 N. 1st St.
Cincinnati, Ohio

Ward Music Publishing Co.

100 N. 1st St.
Cincinnati, Ohio

T. & E. Specialty Co.

100 N. 1st St.
Cincinnati, Ohio

United Music Stores

100 N. 1st St.
Cincinnati, Ohio

Dance Hits

- MARGIE—Fox-trot, L-1036
Selvin's Novelty Orchestra 10-in.
BIDDY—Fox-trot All Star Trio 85c
FEATHER YOUR NEST—Fox-trot L-1037
trots Banjopators 10-in.
I'D LOVE TO FALL ASLEEP AND WAKE UP IN MY MAMMY'S ARMS—Fox-trot 85c
Banjopators
WHISPERING—Fox-trot, L-1031
Joseph Samuels' Music Masters 10-in.
KISMET—Fox-trot, 85c
Joseph Samuels' Music Masters
GRIEVING FOR YOU—Fox-trot, L-1038
Banjopators 10-in.
BEAUTIFUL ANNABEL LEE—Fox-trot 85c
Banjopators
JAPANESE SANDMAN—Fox-trot, L-1032
Joseph Samuels' Music Masters 10-in.
LOUISIANA—Waltz, 85c
Grey Gull Dance Orchestra
DOLLY, I LOVE YOU—Fox-trot, L-1030
All Star Trio 10-in.
DANCE-O-MANIA—Fox-trot, 85c
Gilt Edge Four
WHOSE BABY ARE YOU—Fox-trot L-1029
All Star Trio 10-in.
LAST PART OF EVERY PARTY (from "Irene"), introducing Castle of Dreams All Star Trio 85c
CARESSES—Fox-trot Banjopators L-1034
I'VE GOT THE BLUES FOR MY OLD KENTUCKY HOME—Fox-trot 85c
Banjopators

Song Hits

- BROADWAY ROSE, L-2043
Sung by Charles Harrison 10-in.
BLUE DIAMONDS, 85c
Sung by Henry Burr
FEATHER YOUR NEST, L-2044
Sung by Charles Harrison 10-in.
WHEN HE GAVE ME YOU (Mother of Mine), 85c
Sung by Henry Burr
AVALON, Sung by Ernest Hare L-2040
LIKE WE USED TO BE Sung by 10-in.
Charles Hart and Louise Terrell 85c
TRIPOLI, Sung by Charles Hart and Louise Terrell L-2034
HIAWATHA'S MELODY OF LOVE, Sung by Charles Hart and Louise Terrell 10-in.
85c
MY LITTLE BIMBO DOWN ON THE BAMBOO ISLE, L-2015
Sung by Billy Jones 10-in.
TIDDLE-DEE WINKS, 85c
Sung by Billy Murray
THE MOON SHINES ON THE MOONSHINE, L-2030
Sung by Ernest Hare 10-in.
JINGA-BULA-JING-JING, 85c
Sung by Billy Jones
LET THE REST OF THE WORLD GO BY, L-2017
Sung by Henry Burr 10-in.
WOND'RING, Sung by Charles Hart 85c
I'LL BE WITH YOU IN APPLE BLOSSOM TIME, L-2020
Sung by Henry Burr 10-in.
LITTLE TOWN IN THE OLD COUNTY DOWN, 85c
Sung by Henry Burr



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.

C. R. ELY WITH REMINGTON CORP.

Joins That Organization as Western Sales Manager—Has Had Wide Experience

Victor H. Holmes, sales manager of the Remington Phonograph Corp., has announced the appointment of C. R. Ely as Western sales manager of the company. Mr. Ely is one of the best known men in the record business.



C. R. Ely

dealers from coast to coast.

As the Western sales manager of the Remington Phonograph Corp., Mr. Ely's long and successful acquaintance with the industry will be utilized to excellent advantage in his position to render Remington service efficient service and cooperation.

A NEW STORE IN KOKOMO

Kokomo, Ind., January 4—W. S. Barringer, for several years head of the purchasing department of the Stewart Talking Machine Co. at Indianapolis, has opened a Victor shop at 304 North Main street. The name of the shop is "Barringer's." It is equipped with large booths and record shelves with a capacity of 20,000 records.

OPENS STORE IN CANON CITY, COL.

The Brunswick-Balke-Connor Co. through its Denver branch, has established a new Brunswick phonograph store in Canon City, Colo., and W. E. G. and C. B. G. are the managers.

TO RECORD WABASH COLLEGE SONGS

Receipts From Sale of Records to be Turned Into College Endowment Fund

DRAWESVILLE, IND., January 4—Songs of Wabash College are to have national circulation through the medium of the phonograph. The records will be sold without profit to the writers of lyrics and music, all financial returns going to the endowment fund of old Wabash. It is now sought to increase the endowment fund by \$2,000,000.

Wabash is a Presbyterian college founded in 1832. The institution has always given much encouragement to music, especially during the last twenty years. A song now as much a part of the college as the campus is "Old Wabash," written in 1899 by two young men now held in nearly esteem by the alumni. At that time Carroll Ragan, at present an official of a New York financial house, and Edwin Meade Robinson, of the Cleveland Plain Dealer and nationally known as a poet, were college chums at Wabash. Ragan composed the music and Robinson wrote the words of the song that was used for the first time at the inauguration of Dr. William P. Ragan as president of the college.

This song, as well as Wabash's "War Song" and "Mater Mater," is to be sent forth to cheer the hearts of alumni and friends through the universally popular phonograph, according to the plans of those who have set themselves to the task of giving the school an endowment that will increase the educational scope of the school and 500 young men can be accommodated through additional facilities.

THAT PHANTOM CHURCH CHOIR

CHICAGO, Ill., January 5—The mystery of an invisible choir which has stirred the congregation of a Paxton (Ill.) Lutheran Church was solved today when it became known that Clarence Franklin, a sixteen-year-old student, had

BRUNO

Can dealers in other lines honestly figure their stock one hundred per cent on the dollar? You can, Mr. Victor Dealer.

BRUNO

been experimenting with a wireless telephone.

Lundeen connected a phonograph with a wireless sending set in his workshop, then he transmitted the music produced to a large horn connected with an amplifier which was concealed in a tree just outside the church.

The church was in direct line with the sound from the horn, and for this reason the music seemed directly above the congregation. For several days the "phantom music" had been the talk of the town.

The Del Sazim Song Shop Co., consisting of P. H. and Vernon Kellogg and J. D. Cole, has opened a new music and talking machine store at Third and Sprague streets, Santa Ana, Cal.

FIBRE—Nothing is so beautiful, so comfortable, so practical, so economical—FIBRE



A Suggestion for Your Reception Room—ENTIRE SUITE for \$210.00
Several Hundred Pieces to Choose From

Your wholesaler will help you to up your establishment with this up-to-date furniture. If he doesn't, write us. These Shattucks are the thing for you, and we'll prove it. Ask for our suggestion for your booth.

THE SHATTUCK FIBRE FURNITURE COMPANY

Makers of the line of Masterpieces

10615 BROADWAY

::

::

CLEVELAND, OHIO



**SHATTUCK FIBRE STAND
FOR VICTROLA IV**

Finished in Oak or Mahogany, \$12.00

For Victrola VI, \$18.00. For Victrola IX, \$15.00

These hand woven fibre stands afford a pleasing and practical element in home furnishing. Style, too, favors this stand as the demand for hand woven furniture is increasing very rapidly. Being well reinforced, these stands are practically indestructible. The tiny unit to which this stand is fastened after the small machine is traded is another advantage. Ask your distributor.

Edison Message No. 88

We point with pride to the record that, while most manufacturers were boosting their prices, on the slightest pretext, to 100 per cent and more in many instances, Thos. A. Edison permitted the price of Edison phonographs to advance only 15 per cent, including War Tax, since 1914.

“Edison Stood the Gaff”

THOMAS A. EDISON, Inc.
ORANGE, N. J.

"Darling" and "Missy," the two latest fox-trots played by Art Hickman's Orchestra, will keep the crowd dancing into your store as long as you have one of these records left. A-3334

**Columbia Graphophone Co.
NEW YORK**



WANT UNDISTRIBUTED EARNINGS TAX

Committee on Federal Taxation of National Association of Credit Men Makes Important Recommendations Regarding New Tax Plans

Setting forth that the adoption of the plan would result in equalization of the burden of taxes on earnings, the Committee on Federal Taxation of the National Association of Credit Men have issued a book, "The Undistributed Earnings Tax." A book which contains the text of the proposed "Undistributed Earnings Tax" and the "Reasons for the Proposed Tax." The proposed tax is described in the text, was designed to meet the needs of Congress and the needs of the country throughout the country.

The prime recommendations of the committee's book are:

1. Elimination of the existing tax on undistributed earnings.
 2. Elimination of the existing tax on dividends.
 3. Dividends from a corporation shall be subject to the normal tax in the hands of the individual.
 4. Substitution of a new tax on undistributed earnings tax as graduated rates.
 5. Dividends which are paid to shareholders prior to the year in which the earnings are considered as income to the shareholder.
- Dividends may not be paid to shareholders until the earnings of current year have been distributed for that purpose.

A summary of the plan of taxation of undistributed earnings, for normal and special tax, to meet the needs of the country and the needs of the country.

The committee argues that the adoption of a new plan would make it possible for a more equal distribution of the burden of taxation of the country's earnings and capital. The plan is a simple one, and it is an extension of the existing law. It is a plan which is designed to meet the needs of the country and the needs of the country. It is a plan which is designed to meet the needs of the country and the needs of the country.

NEW DESIGN ON SONORA SIGN

The new design on the Sonora sign is a new design which is designed to meet the needs of the country and the needs of the country. It is a new design which is designed to meet the needs of the country and the needs of the country. It is a new design which is designed to meet the needs of the country and the needs of the country.

The new design on the Sonora sign is a new design which is designed to meet the needs of the country and the needs of the country. It is a new design which is designed to meet the needs of the country and the needs of the country. It is a new design which is designed to meet the needs of the country and the needs of the country.

NEW VICTROLA 80 IS ANNOUNCED

Latest Model, of Floor Type, Is to Be Listed at \$100 Retail—Welcome Christmas Surprise for Victor Wholesalers and Dealers

The Victor wholesalers and dealers throughout the country had a Christmas surprise in the form of an announcement by the Victor Talking Machine Company that the Victor 80 is a full featured instrument of a new design, including all the latest and best features, and is now on hand.

These have been the best of the Victor 80, and they are now on hand.



New Victrola 80

Victrola has the announcement of a new instrument just at this time is held to be most welcome. The Victor 80 is a new design, 18 inches wide, and 20 inches deep. It is equipped with all the latest and best features, including a double spring drive motor, the latest model, an automatic brake and speed regulator, and an automatic speed indicator. All exposed metal parts are nickel plated.

The new Victrola will be manufactured in the usual variety of finishes, but at the moment will be available only in mahogany, English rosewood and American walnut. Arrangements have been made to ship as direct as possible to the country, and to follow the usual West to East shipping schedule.

The man who serves only himself is sure to be a greedy master.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.

263 SUSSEX ST., NEWARK, N. J.

The KENT MASTER ADAPTER



**plays ALL RECORDS at their best
on the
EDISON DISC PHONOGRAPH**



With its perfect design, the best known and most popular in the market, the Kent Master Adapter will be a great success.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

**F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.**

whose phonograph accessories "win their way by their play"



We are able to offer to the Phonograph Industry a complete phonograph line, including machine and records.

The Aeolian-Vocalion

There are only six such lines in the country, and of the six we believe the Aeolian-Vocalion to be the one most profitable for the dealer, because:

- 1st. It is a quality line from start to finish.
- 2nd. The merchandise is backed by the whole strength of the Aeolian Company (the foremost manufacturers of musical instruments in the world).
- 3rd. A distributor, ourselves, who has proven not only his ability but his willingness to serve the industry and to help it in every possible way.
- 4th. Our sales policy—Give each dealer room to expand and develop his Aeolian-Vocalion business, and where he creates a demand let him enjoy the fruits of his labor, help the dealer get more business instead of establishing new dealers who encroach on territory developed by the old one.
- 5th. Our job—To Sell Aeolian-Vocalion goods *for* the dealer, rather than *to* the dealer.

PHILADELPHIA SHOWCASE Co

127 North 13th Street
PHILADELPHIA

2002 Jenkins Arcade
PITTSBURGH

"YOUR PHONE IS YOUR STOCK SHEET."

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., January 4. The prophecy of 1920 has not been fulfilled so far as the holiday trade is concerned. During almost the entire year the trade has been skeptical and has been looking for a slump in business. And especially was there uneasiness felt last Summer that by fall and this Winter business was going to be in a depressed state and many dealers looked for a very dull holiday business.

The result has been just the opposite. The holiday business this year was extremely good. With most firms it equaled that of last year and, in fact, the entire year of 1920 was a record breaker. The Victor Co. has recovered itself nicely and has made a most liberal distribution of both machines and records to dealers in this city, as well as through the country.

The talking machine dealers in this city are starting the new year with renewed vigor and should make a resolution to not let pessimism take hold of them in any way. The manufacturers have left the firms well stocked to enter the new year in spite of passing through an active holiday trade.

The dealers spent the week before Christmas and New Year in getting their stocks in good shape. The stores never looked so attractive during the holidays and to a great extent this has been due to the Penn Phonograph Co. and its Victor operating firms. These figures were used for decorative purposes by almost all the Victor dealers in this city and by certain of them the entire line was shown including the John Wanamaker store, which had both a Market street and a Chestnut street window display of them; by B. B. Todd, who used a full set to decorate his Chestnut street window; by H. A.

Weymann & Son, who had a complete set on display, and various other firms who had partial displays. The Penn Victor dogs were also used by many of the firms.

The stores are looking attractive at present. The exterior decoration of the entire Piano Row, painted in a pink gray effect, all the wood work being done in green bronze is about completed and the Jew row looks most attractive.

To Distribute Vocalion Line

The most important change that has to be noted with the first of the year is the relinquishing of the wholesale representation of the Sonora phonograph by the Philadelphia Show Case Co., which in their stead has taken the representation of the Vocalion Co.'s product, the Vocalion machine and the Vocalion records. With this machine the company will have about double its present Sonora territory, and its distribution has been placed in charge of J. H. Burkart, formerly of the firm of Blake & Burkart. Mr. Burkart has had considerable experience in the business and for some time has been connected with the Philadelphia Show Case Co.

Getting Emerson Goods

The Emerson Philadelphia Co. reports that it is in excellent shape and is getting goods right along and in large quantities from the Emerson factories so that the recent financial reverses that came to that company did not seem to tease the Emerson dealers in this territory. Manager Harry Fox, the head of the Emerson Philadelphia Co., says that he is quite delighted with the way the dealers in the Emerson line stuck to him.

During December Mr. Fox has had his new

establishment at the corner of 12th and Market streets. He has made some improvements and is going to do a very big business. He has the second floor in the building and has a very elegant turn-down and has a very attractive private office.

Good Season for the Pathé

The Pathé Co. reports that this year has been a remarkably good holiday business and is greater in volume than it had expected, although it was prepared and was sure to take good care of all orders that came in. The December business completed more than favorably with that done last year, which was confirmed by all the dealers who handle the Pathé here.

The Pathé Co. had its store in the city decorated for the holidays, the work having been done in a most artistic way by S. Grover Flood, a son of Mr. Flood, who is looking after the Pathé jobbers here. Mr. Flood, Jr. has been associated with Walter L. Lelbach ever since the latter began handling the Pathé in this territory and is acting as a salesman in the New Jersey and Pennsylvania territory of the firm. Among the recent visitors to the Pathé store were M. Kowitz of Easton, Pa., and O. K. Fink, of Pottstown.

T. P. Ratchiff a Visitor

T. P. Ratchiff, of the Vocalion Co. in charge of the record department of that firm, visited Philadelphia between the Christmas and New Year holidays.

Gimbel Bros. are still continuing their concert on talking machines. They gave an attractive concert at their store on New Market Street.

(Continued on page 110)

Mr. Dealer

A NEW YEAR different in conditions and methods has begun. The fulfillment of promised factory production, combined with able distribution and strong retail methods, will make this

A Prosperous Victor Year

This Organization Is Ready

Are You?

The Louis Buehn Company
OF PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 109)

Why Blake & Burkart Are Pleased

Blake & Burkart, 214 S. 2d St., Philadelphia, Pa., are pleased with the business they are doing in the Philadelphia market. They are doing a large business in the Philadelphia market, and are pleased with the business they are doing. They are doing a large business in the Philadelphia market, and are pleased with the business they are doing.

The Columbia Holiday Business

The Columbia Holiday Business is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market.

Among the holiday business in the Philadelphia market, the Columbia Holiday Business is a very important one. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market.

The Artistic Buchs Building

The Artistic Buchs Building is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market.

Blake & Burkart, 214 S. 2d St., Philadelphia, Pa., are pleased with the business they are doing in the Philadelphia market. They are doing a large business in the Philadelphia market, and are pleased with the business they are doing. They are doing a large business in the Philadelphia market, and are pleased with the business they are doing.

E. V. Martin's New Quarters

E. V. Martin, 224 S. 2d St., Philadelphia, Pa., is pleased with the business he is doing in the Philadelphia market. He is doing a large business in the Philadelphia market, and is pleased with the business he is doing. He is doing a large business in the Philadelphia market, and is pleased with the business he is doing.

Victrola Display at Essey Hall

The Victrola Display at Essey Hall is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market.

A Comment From an Authority

A Comment From an Authority is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market. It is a very important one for the Philadelphia market, and is a very important one for the Philadelphia market.

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

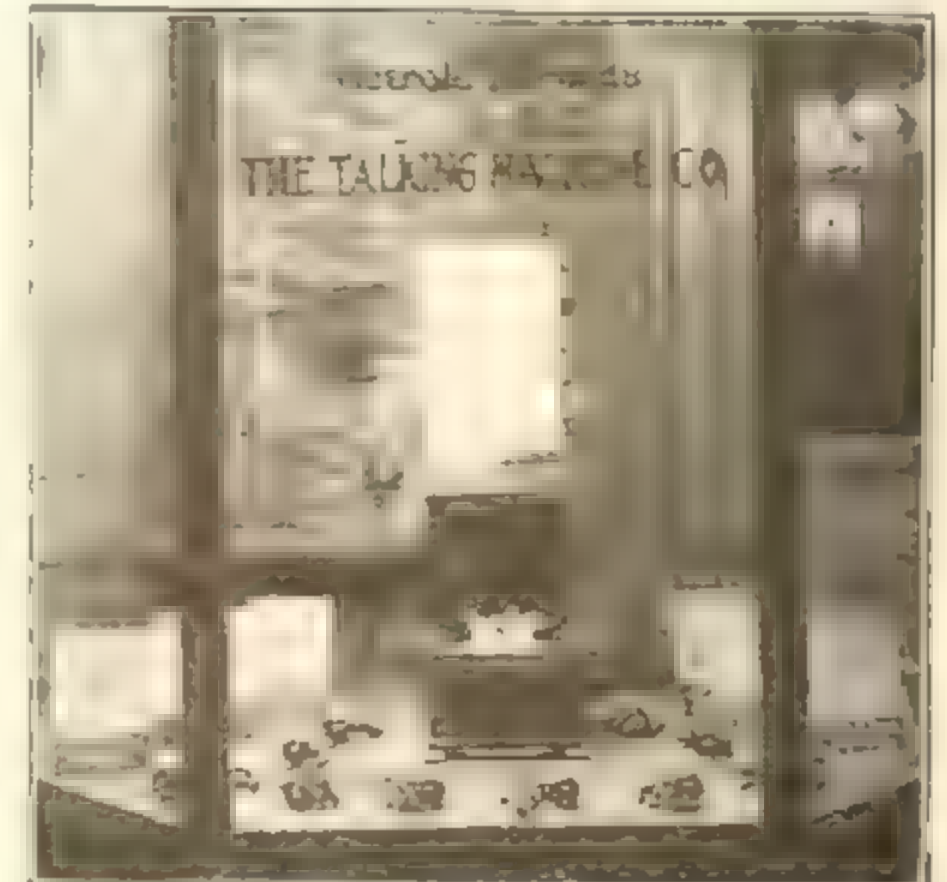
National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

THE WINDOW AS A SALES MAKER

Excellent Work Achieved by the Talking Machine Co., Philadelphia for the Jones Motrola

The Jones Motrola, 100 N. 2d St., Philadelphia, Pa., has featured the Talking Machine Co. in a particularly attractive window display. The display is a masterpiece of window dressing, and is a masterpiece of window dressing.



How Jones Motrola Was Featured

The Jones Motrola, 100 N. 2d St., Philadelphia, Pa., has featured the Talking Machine Co. in a particularly attractive window display. The display is a masterpiece of window dressing, and is a masterpiece of window dressing.

FINDS THE TRADE OPTIMISTIC

Rayburn Clark Smith Brings Back Excellent Report From Recent Business Trip

Rayburn Clark Smith, 100 N. 2d St., Philadelphia, Pa., has brought back an excellent report from his recent business trip. He has visited several cities and has found that the business is very optimistic. He has found that the business is very optimistic, and he has found that the business is very optimistic.



WEYMANN 1108 CHESTNUT ST
ESTABLISHED 1864 PHILADELPHIA, PA.

Victor
Wholesale
Distributors

Q. R. S.
FLYER
ROLLS

WEYMANN
PHILADELPHIA
STRING
INSTRUMENTS

Victor Supreme

The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that his business will be greatly increased.

At Your Service

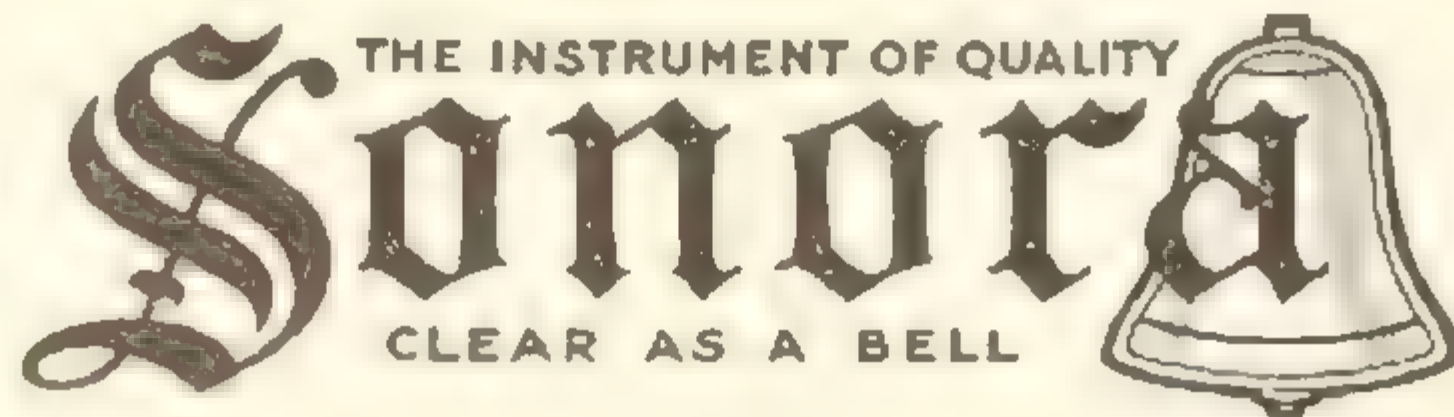
H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Keystone Die-Casting Co.
Norristown, Pa.

ALFRED C. RANTSCH
Pres. and Gen. Sales Mgr.

E. J. W. RACSDALE
Treas. and Gen. Mgr.

IMPORTANT ANNOUNCEMENT



takes pleasure in announcing the appointment of

THE SONORA COMPANY OF PHILADELPHIA

OF 1214 ARCH STREET, PHILADELPHIA, PA.

as distributor in the following territory:

EASTERN PENNSYLVANIA, MARYLAND, DELAWARE,
DISTRICT OF COLUMBIA AND VIRGINIA

Mr. E. S. White, Vice-President of the new company, formerly in charge of sales of Sonora in this territory, will direct the sales in the new organization.

* * * * *

Also the

SCHROEDER PIANO COMPANY

OF 820 LIBERTY STREET, PITTSBURGH, PA.

as distributor for Sonoras in

WESTERN PENNSYLVANIA AND WEST VIRGINIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 111)

PHILADELPHIA SHOW CASE CO. VOCALION DISTRIBUTORS

Became Wholesale Representatives for That Line in Pennsylvania, Delaware, Southern New Jersey, and Other Districts on January 1—Held Sales Convention in New York

Philadelphia, Pa., January 4. On January first the Philadelphia Show Case Co., at 127 North 1st street, has become general distributors for the Vocalion line in Pennsylvania, Delaware, Southern New Jersey and Delaware, as well as covering some territory in surrounding States.

This new deal represents one of considerable

contributing agency for the Vocalion and Vocalion records the sales staff of the company attended a convention at Audubon Hall, New York, in order to become thoroughly familiar with the product. The convention opened on Tuesday, December 28, with an informal sales meeting in the morning at which Vocalion sales policies were explained. This was followed by a trip



Those in Attendance at Sales Conference of Philadelphia Show Case Co.

magnitude, for the Philadelphia Show Case Co. has made elaborate arrangements to handle the Vocalion line in a big way and to cover intensively the large territory committed to its keeping. In taking up the new line the company has relinquished distribution rights of the Sonora in this territory.

In addition to the preparations made in this city to not only feature the Vocalion line generally, but to provide for extensive and shipping facilities, the company recently perfected the arrangements of its Pittsburgh quarters in the Jenkins Arcade.

The Philadelphia Show Case Co. has for some months past been acting as distributor for the Melodee record line, and will continue to do so, developing its business in this line.

Just prior to Christmas the company

of instruction through the back, and a special paper organ revealed.

After luncheon at the Republican Club the conventioners met in the art room at the hotel to listen to addresses by F. L. Young and A. C. Berry, of Boston, who talked on retail sales, and H. G. Storer, who talked on motor construction. After dinner at the Claridge the party went to the Audubon Co. at the performance of "Mecur" at the Century Theatre.

Wednesday was Melodee day, and the salesmen enjoyed a very sales talk by Geo. H. Bliss, general manager of Melodee Music Co., and other agencies. After luncheon a visit was made to the recording studio, where Ernest Hare and Colin O'Meara made records for the education of the visitors. Later in the afternoon F. P.

MAIN SPRINGS

Send for Price List

EVERYBODY'S TALKING MACHINE CO.

Authorized Distributors

Heinemann & Meisselbach Motors

38 N. 8th Street, Philadelphia

Ratcliff gave a record analysis with the aid of the Phonodisk.

Those who attended the New York convention included Graham French, president of the Philadelphia Show Case Co.; F. H. Ratcliff, who has been put in charge of Vocalion in the James Pentz, manager of the Pittsburgh quarters; J. J. Reddy, Douglas Langford, Thomas Ross, Robert P. P. P., John P. P., M. S. Jones, Edward Wharton and Albert Jones.

PITTSBURGH SONORA DISTRIBUTOR

Pittsburgh, Pa., January 4. The Schrock Piano Co., of this city, is the new Sonora distributor for Western Pennsylvania and West Virginia. The new appointment became effective January 1. This concern has been prominent as one of America's leading retailers in the music industry.

A PRACTICAL HOLIDAY SOUVENIR

One of the distinctly practical and attractive souvenirs of the holiday season was the gold-plated key chain, equipped with a number of identification disk, sent out to its many friends in the trade by the Standard Talking Machine Co., Victor wholesalers in Pittsburgh. The identification disk is finished on one side to represent a Red Seal record, while on the reverse side is the trade-mark of the Standard Co., a key number, and instructions to return the keys to the Standard Co. in the event that they were lost.

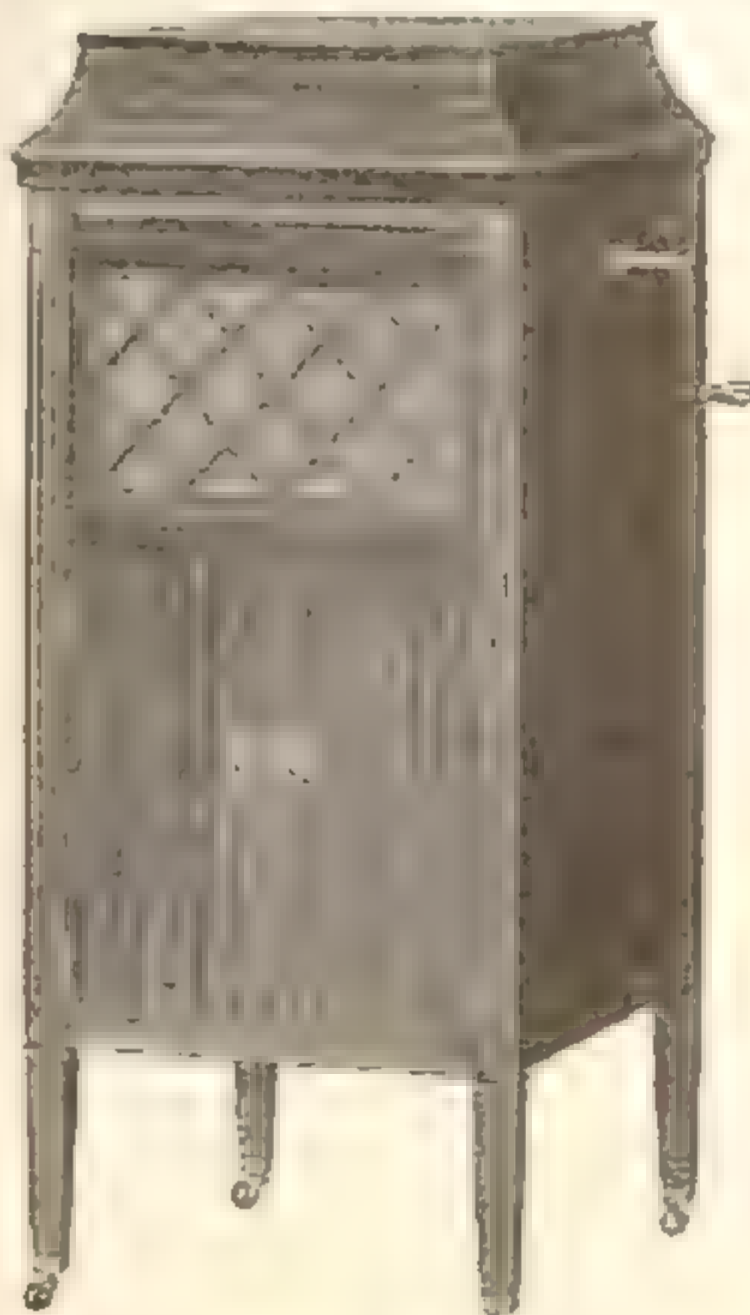
Geake & Barber have organized the New Mexico Phonograph Co. in Albuquerque, N. M., and are featuring the Sonora.

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YEUELL CO., Malden, Mass.

When You'll Think of Nameplates You'll Think of Yours!



MODEL C

Lyrolian
MARVELOUS SONG QUALITY

PLAYS ALL RECORDS
Six Beautiful Models

We offer attractive proposition to
DEALERS and DISTRIBUTORS

We can make immediate shipment for the holiday trade.

Distributors Wanted in Several States

AMERICAN TALKING MACHINE CO., Inc.

GENERAL OFFICES AND FACTORY

BLOOMSBURG, :: PENNA.



TRADE MARK REG. U.S. PAT. OFF.
NEVER SCRATCHES

WE ARE DISTRIBUTORS FOR
LYRIC LATERAL RECORDS

Dealers Supplied on Short Notice
Supplying you with Bulletins, Hangers, Cut-outs and Advertising Matter is one feature of

LYRIC SERVICE

HOW THE NEW YEAR IS VIEWED!

Sonora Wholesalers in Various Sections View the Future With Distinct Optimism

Sonora Phonograph Co., New York City, recently published its 1921 forecast. "The Sonora will be a factor of success in 1921, as evidenced by the Sonora executive offices in various districts, and in all parts of the country."

The W. A. Brown Co., Chicago, writes: "The year 1921 will be a year of opportunity for the Sonora in the new year, and it will be a healthy growth and development."

The G. S. S. Co., Inc., Syracuse, N. Y., writes: "Business for 1921 will not fall behind, but that it will not exceed the business done in 1920."

M. S. & J. Co., Boston, report 1920 as the best and most profitable year of any year, and that while during the year a few of the cities and towns in their territory slipped toward the end of the year, expectations have been exceeded. They attribute a large part of the Sonora success to the tremendous advertising campaign of the Sonora Co., and say that, after conference with many dealers and manufacturers of New England, they feel extremely optimistic regarding 1921.

Yahr & Lange, Drug Co., Milwaukee, believe that business will continue good, and in fact be greater this year than last. So far no slump has been reported in the territory covered by this company.

The Southern Sonora Co., Atlanta, writes that conditions in the South appear to be really worse than they are. They say that Georgia is the worst of any of the Southern States, but that the year of 1920, as a whole, has been quite profitable for most of the dealers below the Mason and Dixon line. They do not believe the talking machine business in general will be as large in 1921 as in some former years, but that there will be larger business in those dealers

installing standard lines of recognized value. The depression caused by the fall in price of cotton they expect to ease up the latter part of the year or the beginning of March.

Moore Bond & Co., Denver, write: "1921 will be prosperous, nothing will do, something for nothing, but good business for those who sell good merchandise in a high class way."

Robinson Lott, Inc., Louisville, reports good business for 1921. They place their confidence with respect to the future on the fact that the financial condition of the country is gradually improving.

PHONOGRAPHS IMPROVE WHISTLING

After Machines Were Installed in Indiana School Boys Whistle Better Class of Music and, Moreover Show Regard for Tune

Good whistling by the small boy can be promoted by the use of the phonograph in the public school, according to a story in the Indianapolis News. The right of whistling took place in an Indiana town. The News gives the following account of what happened:

"Whistling carpenters and others who work out of doors are common enough. Whistling indoors is regarded as a crime by many fellow-workers who have nervous temperaments and bad neighborly relations. Whistling is a distraction. Not only is the supervisor of business in the public schools of an Indiana city bothered by the noise, but the standard of public whistling has been lowered that he had been successful in his effort."

"He found in walking about the town where he lived that boys of various ages were prone to whistle. Some of them whistled off key, while others maintained the tune really enough, yet their selection appalled the cause teacher. He placed talking machines in the school buildings and began to teach the youngsters something about good tunes. He found that all they needed was an opportunity to hear something worth while."

Your Opportunity to Buy at the Right Price

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases.

Ask for quotations on our Talking Machine Crating Boxes. They are built of solid woods.

THE BRANDTS FURN. CO.
CELINA, OHIO

Some time later he made a whistling survey and reported that boys who formerly whistled badly were then giving their attention to standard overtures. Many would welcome such visits elsewhere."

RECOMPENSE

If I have with a single song
Made glad one heart,
To steal a moment in the day
From pain apart;
Then I have gained a golden gain
Sans soil or stain,
And all the worthless life of me
Not lived in vain—N. Y. Sun

INCREASE CAPITAL STOCK

The Ebers Brothers Music Co., Fresno, Cal., has increased its capital stock from \$25,000 to \$100,000 in order to provide for future expansion.

Mr. Victor Dealer

ONE of the greatest evils which cuts into your sales is the fact that the public is not fully educated to realize that a Victrola is the name of a product of the Victor Talking Machine Company and not a general name for talking machines. Nothing will increase your sales to a greater extent; nothing will raise the Victrola to an even higher reputation than by educating the public to realize that there is only one genuine Victrola. Convey this thought in all your advertisements, in all your sales talks, and in all your form letters.

With over six thousand loyal dealers and possibly twenty-five thousand sales people instilling this one idea into the minds of millions of people each year, the public will become educated to what the word "Victrola" stands for, and your own sales will be materially increased.

W. D. & C. N. ANDREWS
BUFFALO, N. Y.



AL JOLSON says:
Oh, What a Fox-Trot is -
"GRIEVING FOR YOU"

You can't go wrong with
any *Feist* song

Published by LEO FEIST Inc. Feist Bldg. New York

LOOKS FOR A REVIVAL OF BUSINESS

**Grand Talking Machine Co. Expands Its Lines
—B. Abrams' Quick Rise in the Trade**

The Grand Talking Machine Co., 200 Fifth-avenue extension, Brooklyn, N. Y., has recently appointed distributors for the U. S.



B. Abrams

practical technical. However, the nature of the elementary knowledge of both the technical and



The Home of the Grand Talking Machine Co.
an opportunity to travel was presented to him
and in the capacity of salesman Mr. Abner

traveled throughout the country and gained the experience of the many channels of marketing musical instruments and merchandise. In 1912, realizing the great possibilities in the latter medium, Ed Mr. Morgan established a show office in Brooklyn and opened up a trading business which grew so fast that shortly thereafter he moved into larger quarters on Adams street. In May 1924, he leased 81000 feet of floor space on the present Parkhurst avenue location.

“The outlook for the prospects for business during 1921 Mr. Abrams said, “I look for a boom in normal business in the early Spring. The short credit policy of many dealers is causing them to be reluctant to commit themselves to long contracts, but through their credit men, and direct to the advantage of the manufacturer, the Spring boom will be cleared up. Merchandise will be placed orders for great quantities of instruments, and accessories for future delivery. Business will begin picking up again following the temporary slump attending the present winter period, which may last for a month or so, depending rapidly,”

HENRY STADLMAIR, SR., RETIRES

On December 31, 1920 Henry Stahlhut was elected as president and general manager of the Turner & Son, Inc., New York City. Other incorporators and original members included seven of the officers of the company and J. H. Turner, president, William J. Haussler, secretary and general manager, and J. H. Stahlhut, president.

BRUNSWICK IN THE SCHOOL

George L. Baker & Co., Brunswick photo-
graph dealers in Benndji Muen, recently placed
a Brunswick in the Sixth State Normal School,
located in that city.

NEW SOTHERN & MARLOWE RECORDS

First Records by Noted Shakespearean Artists
Appear in Victor February Supplement

The interesting nature of the Victor record supplement for February is without question the value of the first records by F. H. Southern and Julia Marlowe, the famous exponents of Shakespearian drama, who's recordings for the Victor were reported in the World recently. For their first record Southern and Marlowe have selected the famous "To be, or not to be" scene from "Hamlet" and have succeeded in presenting their act through the medium of the disc to a much wider audience than attention is customarily accorded to the recording of the recognized standard dramatic works.

REMOVAL AND EXPANSION IN BOSTON

Boston, Mass., January 5.—To-day the wholesale department of the Brunswick controlled by Harry S. Long is permanently moved from its old location at 135 Bowdoin street to 129 1/2 Bowdoin street, one distance out in the Back Bay section of the new quarters at entire floor and basement will be used for Brunswick whole saling.

Meanwhile, the L. C. Henderson Co. comes into possession of 150 Rockson street, that is, located in the company has been operating the retail department on the ground floor for several weeks past it will now have the large basement and the mezzanine floor which in the old Lynt Bates & Sonnet days was utilized for storage.

The Barnes Music Co., Brunswick photo-graph dealers in Los Angeles, Cal., carried some especially attractive advertising in connection with the appearance of Pavloska and Becker. From one article, in a recital in that city.

New! New!

APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction
For sale through jobbers and dealers.

Retail Price \$1.50

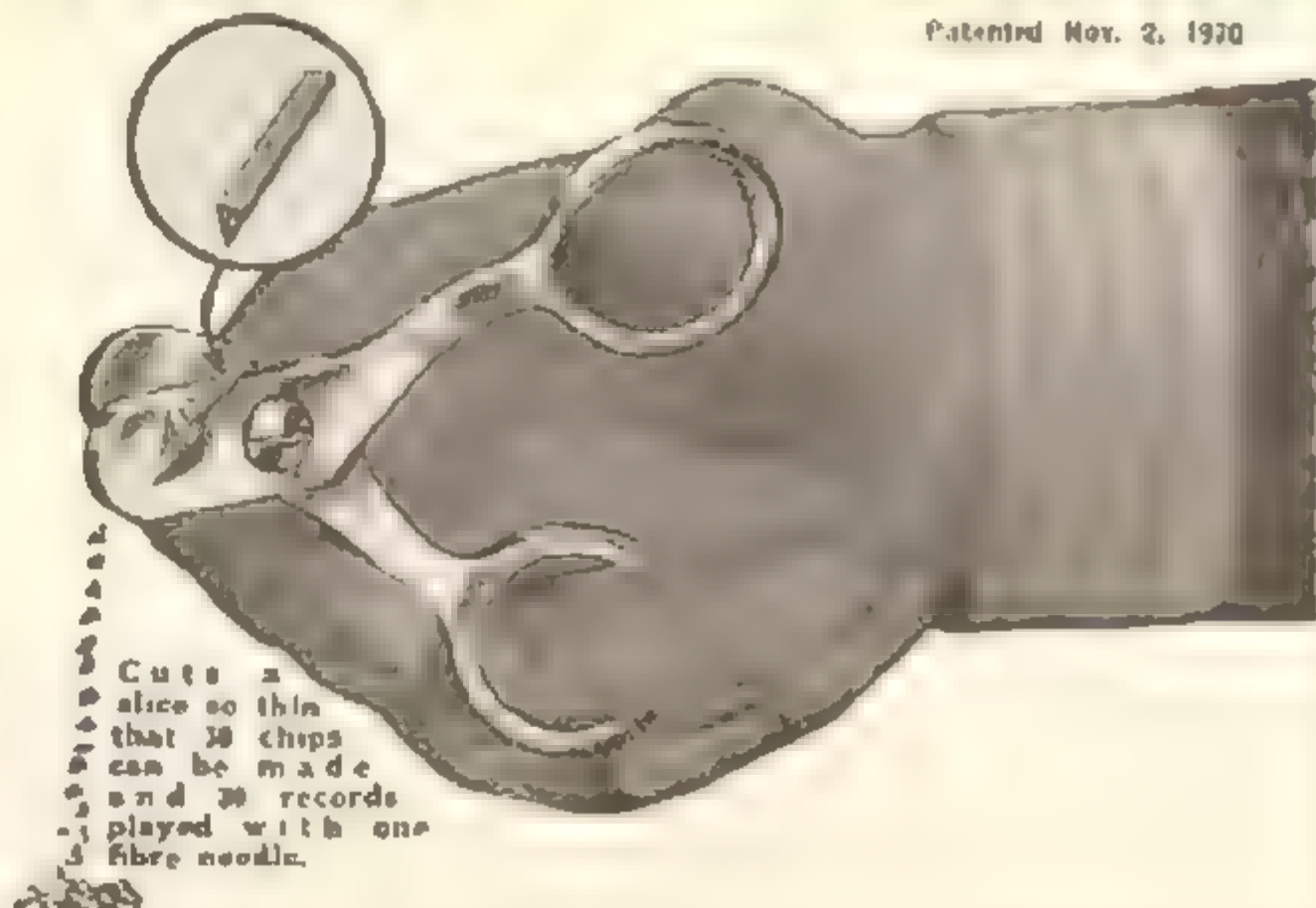
Manufactured by

W. H. WADE 14 N. Michigan Avenue
CHICAGO

New!

New!

Patented Nov. 2, 1970



Cuts a
slice so thin
that 30 chips
can be made
and 30 records
played with one
fine needle.

This

is Yours Mr. Victor Dealer

-and 25 other equally attractive

WINDOW DISPLAYS

—at a cost that is *trivial*, compared with the added profits and prestige you are certain to receive through their use.

They are all **YOURS**—if you are a subscriber to the Binger Company **VICTOR** Sales Promotion Service. This effective and reasonably-priced plan is created and produced by The Binger Company, for Victor dealers exclusively; and distributed to the trade through its sales agents, The Reincke-Ellis Company.

The service provides each dealer with a complete set of permanent patented fittings, any or all of which may be used with a single display. These fittings are constructed of seasoned wood, and may be had in any finish to harmonize with the equipment of your store or show window.

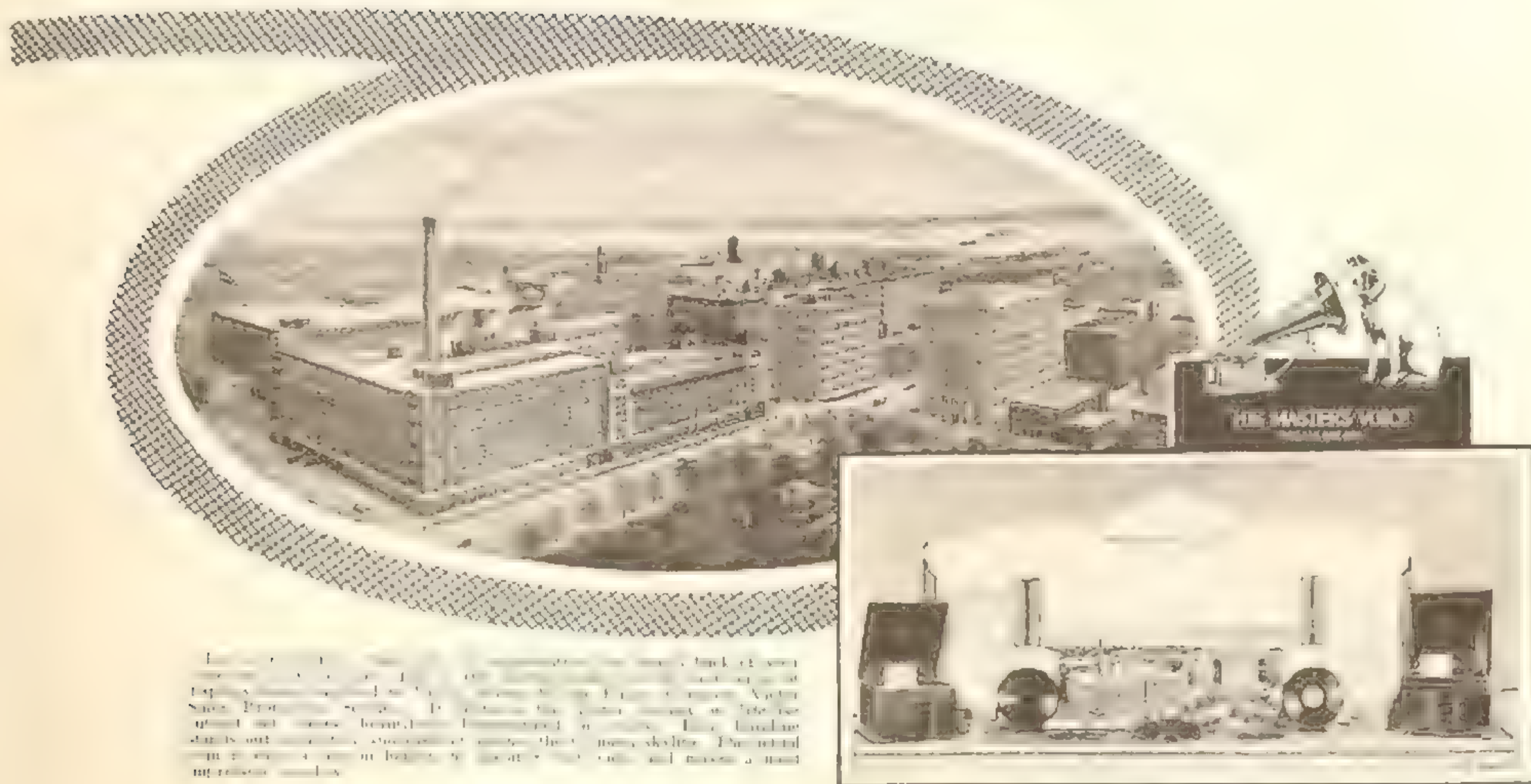
At regular intervals during the year, you receive 26 complete, up-to-the-minute, dollar-drawing window displays, with architectural floor-plan for each trim, adapting it to the shape and size of your show windows. Each display beautifully lithographed in many colors, is made up in sections on heavy cardboard stock, and arranged for quick insertion into the fittings. The whole scheme has been so clearly worked out, that any person can install the complete display within a very few minutes. Included with each layout, for the convenience of the dealer, is a miniature display, all set up, showing just how the "big show" will look when completed.

*This exceptional service, Mr. Victor Dealer
—every bit of it designed exclusively for YOU
costs but one dollar a day!*



ATTRACTS CHRISTMAS CROWDS
—photo of crowd in front of
Christmas VICTOR window of E. Levin's
Furniture Co., 504 West 42nd St., N. Y. C.
—display supplied by The Binger Co.
Victor Sales Promotion Service.

C. BRUNO & SON INC.
VICTOR DISTRIBUTORS
351-353 4th Ave. New York



YES, Mr. Victor Dealer, to have just one of these displays made up for *you alone* would cost several hundred dollars!

That would represent art work only—not allowing one cent for the “brains” back of the idea.

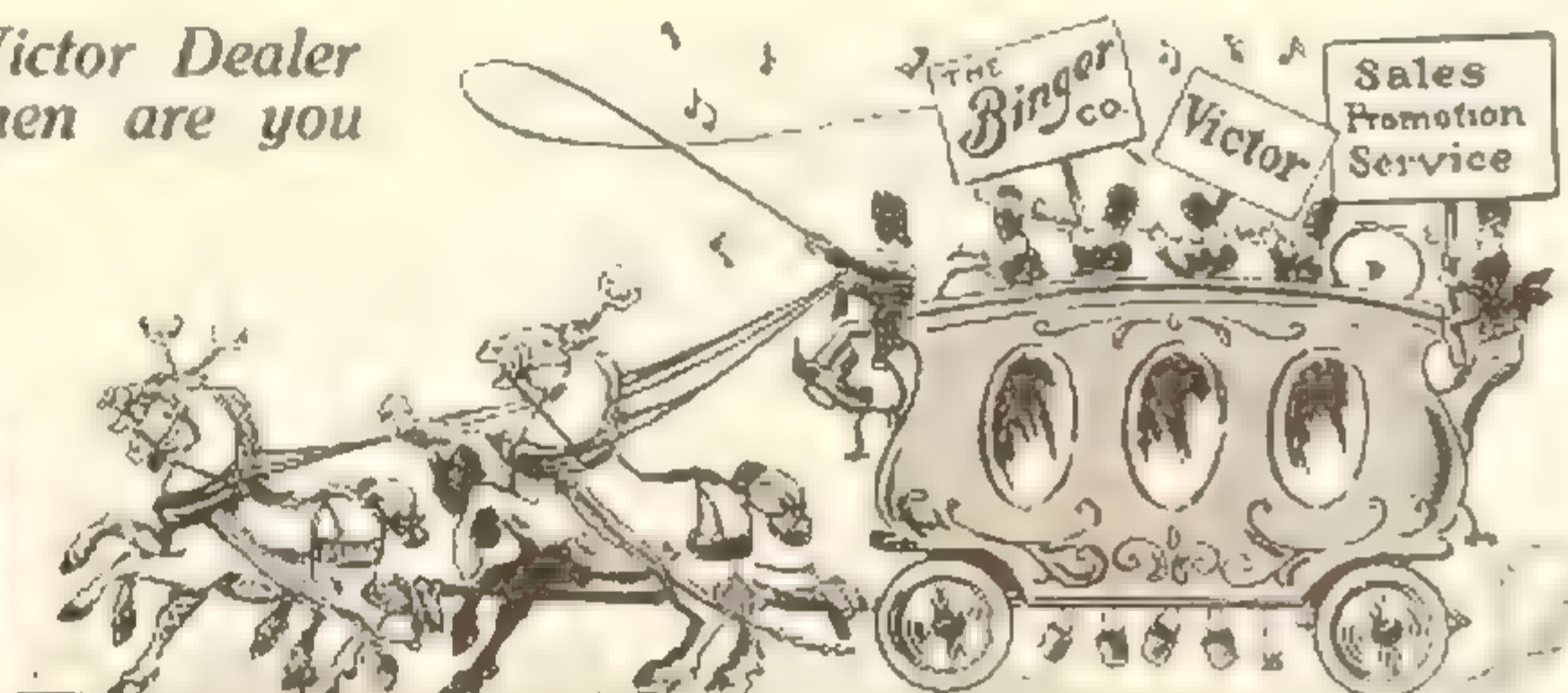
Whereas: these displays represent weeks of “planning” by the Binger Company display experts working in close touch with men prominent in the Victor Industry—before the “idea” is even put on paper.

No wonder that those dealers who have viewed these displays in their entirety express surprise at the extremely low cost. It is made possible only through the participation of hundreds of other dealers, co-operating with the Binger Company VICTOR Sales Promotion Service.

Besides the window displays, you receive 26 “peppy” sales-talks for your sales force; 26 newsy, convincing newspaper advertisements; 26 valuable suggestions for direct-mail advertising; and an abundance of miscellaneous data that will help your business to become a bigger and better one.

Any Victor distributor in the United States is in a position to secure the Binger Company VICTOR Sales Promotion Service for you—and will be glad to serve you although he does not make a penny of profit as a result of its sale. His only reward is the knowledge that your use of this service will make you a more successful Victor dealer.

The band wagon is rolling, Mr. Victor Dealer—and there is room for YOU. When are you going to get aboard?



C. BRUNO & SON INC.
VICTOR DISTRIBUTORS
351-353 4th Ave. New York

When business competition is keenest, the dealer having the most complete selling equipment has every advantage. If you are not prepared with the best, we have it for you and can make prompt delivery and installation.

Plans and estimates promptly submitted.

VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

• HEARING ROOMS • RECORD RACKS • COUNTERS •

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

WANT A LOWER TARIFF ON MICA

Asserted That Even Present Duty of 25 Per Cent Offers Distinct Advantage to European Manufacturers of Mica Products Generally

Various members of the talking machine trade, particularly manufacturers of sound boxes, have taken a keen interest in the effect made by certain interests to have the duty on mica increased under the new tariff law. At the present time imported mica carries a duty of 25 per cent and it is held by talking machine men that inasmuch as this duty gives a distinct advantage to European manufacturers

of sound boxes, the tariff should be reduced in order not to increase it. Hearings on the duty to be levied on mica were scheduled to be held before the Ways and Means committee beginning on January 12.

In discussing the situation, J. F. French, of the Phonograph Appliances Co., said: "The question of a proper tariff on mica should attract the attention of all manufacturers of talking machines, for the subject is one in which they have a very vital interest which may not be apparent at the first."

At the present time, imported mica carries a duty of 25 per cent which gives the foreign manufacturer of mica products generally a very decided advantage over the American manufacturer.

The cost of mica diaphragms, as compared with the cost of the entire machine in which it is used, is almost negligible. In spite of the very great increase in cost of imported mica the cost of diaphragms to consumers has not increased in proportion. This is due to the fact that other manufactured mica products have borne the increased cost of manufacturing diaphragms and unless the American manufacturer obtains other lines of mica used in the electrical and electronic trades he would not be able to make diaphragms at all unless he could secure mica from two to three times the amount at which diaphragms are now selling.

In this respect it is the case that the talking machine industry generally should be interested in the duty on raw mica as increased as the American makers are asking Congress to increase it. The manufacturers of electrical and electronic machines will find a very large proportion of their business going to manufacturers of mica and it is doubtful if the American industry can survive as a whole.

Imported mica is essential to the industry generally, and it is absolutely necessary to the whole machine industry and unless the American manufacturer can continue his general mica business, eventually consumers of diaphragms

will in all probability have to look elsewhere.

This means that diaphragms will have to be imported at a very heavy duty, and we are assured by many who have undertaken to import diaphragms that the foreign product is not at all satisfactory. It cannot be depended upon for uniform thickness, for good workmanship, or for proper handling in shipment. The sources are necessarily uncertain and manufacturers who depend upon imported diaphragms are obliged to order in very large quantities without any guarantee as to the product or the possibility of replacing defective goods, or returning them for credit. If they are not in position to do this they are at the mercy of importing merchants.

"While the diaphragm alone, considered merely from the viewpoint of its cost, is an extremely small item, there can be no question that the preeminence of the American talking machine in the markets of the world has depended as much upon the perfection of the diaphragms generally used in their construction as upon any other one element.

"Should this advantage be lost to the American manufacturer by reason of increased tariff on the raw material, it will be a serious handicap which may require years to overcome, and in maintaining the quality of the American talking machine he must inevitably suffer, while the expense of obtaining diaphragms and the trouble attendant upon dealing with foreign countries will cause innumerable delays and unnecessary loss.

We believe that the talking machine industry generally should take this matter up seriously with Congressmen and should make it plain to their representatives that the whole industry will suffer if a higher tariff is levied upon the importation of raw mica. At the same time we believe that it would be to the advantage of the industry generally if their Congressmen were urged to place raw block mica on the free list, or at least to reduce the high tariff which now prevails."

When you say, Mr. Victor Dealer, that the Victor Tungs-Tone Stylus is the most efficient talking machine needle the world has ever known, you have told the unqualified truth—and truth will always prevail.

BRUNO

HAPPENINGS IN THE DOMINION OF CANADA

HERO EMPLOYEES OF BERLINER GRAMOPHONE CO. HONORED

Tablets Unveiled at Company's Plant Near Montreal—Victrola Concert by Radio—Great Advertising Campaign by Dealers—How Customers Are Interested in Records—New Company Appears

MONTREAL, CAN., January 9.—A tablet to the memory of two of the greatest Berliner Gramophone Co. salesmen, who had not been officers who fought in the great war, was unveiled at the company's plant, St. Henry, by Lieut. Col. Alexander McMillan, D. S. O. A large crowd of relatives of the men whose names are inscribed on the brass tablet were present, as were also members of the company. Harold Chivers, manager of the company, presented Col. McMillan, who made a short and appropriate address. He was later presented with a gold match-box by H. S. Berliner, vice president of the company, who was present. The tablet was unveiled whilst a vocal quartet in uniform saluted and a bugler sounded the "Last Post."

The following names are engraved on the tablet: Wm. Walker, D. S. O., D. H. Lewis, A. H. Cooper, Frank Girard, D. Smith, P. Newman, Donald Robinson, H. A. Porter, J. A. Moss, Jas. Davis, J. J. Ryan, H. B. Dever, Charles Guerin, H. Land, Archer Gibbs, H. B. Walker, J. McDonald, D. Upton.

An arrangement has been concluded between the Berliner Gramophone Co. Ltd. and the Marconi Wireless Telegraph Co. of Canada, whereby the wireless students in and around Montreal will have the advantage of a musical program every Tuesday evening. The text of the announcement reads:

"By arrangement with the Marconi Wireless Telegraph Co. of Canada, a Victor Masters Voice Victrola concert, featuring the latest and most popular selections, will be given by night and on every Tuesday from 8 to 9 p.m. for the benefit of wireless students. Those who own 'amplifiers' can arrange an entertainment for their friends both novel and interesting."

"There are many radio receiving stations in and around Montreal that carry on wireless telephone communications. It is well known in your neighborhood. Find out who your friends are that may have one."

"Stations within a radius of two hundred miles of Montreal should be able to enjoy these wireless telephone concerts as even a faint whistle heard is clearly and distinctly as though you were playing on your own Victrola in your own home. Captains and officers of ships at port are invited to enjoy this concert from aboard their vessels. Operators need no license."

T. M. Bugge, a Montreal man, has been awarded two claims on a disc record player, to which has been assigned patent number 205,000 by Ottawa.

A common occurrence during the holiday season was the number of red pages used by the various phonograph dealers and manufacturers in the local papers. As a matter of fact, the writer does not know of any year where so much publicity has been given the business makes in newspaper advertising space and it certainly was no fault of theirs if the public failed to respond to their appeals to investigate the various makes on the market.

The repeal of the luxury tax of 10 per cent came almost at the last minute, too late to be of any material assistance or to be felt in increased sales. Some of the dealers made known the fact of a reduction in large-sized copy. On the whole, the trade was satisfied with the volume of business carried out, which measured up well with last year's holidays' trade total.

A talking machine dealer who caters largely to a select class of customers told your correspondent recently that he makes a practice of sending out with each monthly record supplement a mailing card upon which the customer

can indicate the records he would like to hear at his own home by appointment. He said that he found this system not only appealed to the busy man and woman for legitimate reasons, but likewise made a strong impression upon the class who like to be catered to and that by leaving the salesman come to their homes.

OPENING OF ADAMS STORE IN TORONTO A BIG SUCCESS

Columbia Grafonolas and Records Handled at This Establishment—Recent Sonora Visitors—Ted Lewis and His Celebrated Band Score—Brilliantone Needles Popular—Other News

TORONTO, ONT., January 1.—A full page announcement in the Toronto evening papers recently heralded the formal opening of the new Adams Music store, 211-219 Yonge Street. The event is of interest to the trade in that Adams are well known Columbia dealers. Not only were Gramophone records and Columbia records demonstrated, but several new periodicals were on exhibit. These had been sent from the New York Fifth Avenue store and were neatly displayed on the ground floor of the building.

The 48th Richardson's Band discoursed music on a terrace and evenings. Joe Carr, a noted record singer and Ted Lewis and his splendid aggregation of Jazz Kings were also present. This organization makes records exclusively for Columbia and has been playing in the Greenwald Variety Hall at the Royal Alexandra Theatre during the week. The honor fell to Adams to present them during their Toronto visit.

A recent visitor to the office of J. Montague & Co., sole Canadian Sonora distributors, was L. C. Lincoln, manager of the Sonora Phonograph Co.'s advertising department. Mr. Lincoln's mission was mainly to arrange for extensive Sonora billboard advertising throughout Canada. Around ten big billboard signs have been ordered for in Toronto at important intersections. J. Van Gelder of J. Montague & Co. has returned to headquarters from a visit to Sonora dealers in the Western provinces. He reports a successful trip and a growing interest in the Western Sonora.

The Sonora dealers throughout Canada has come out a recent letter, signed by George J. B. Fisher, president of the Sonora Phonograph Co., Inc., New York, showing why Sonora prices will not be reduced.

Toronto Columbia dealers took advantage of the recent visit to the Royal Alexandra Theatre of Ted Lewis and his celebrated Jazz Band by making this fact the basis of some of their advertising. More than one Columbia dealer told The World correspondent that a noticeable increase in Ted Lewis' Jazz Band record sales had been observed as a result of the prominence this organization had received during its week's engagement at the theatre.

The Brilliantone Steel Needle Co. has many

plans for putting up its brands of steel needles in attractive cans that help the dealer to sell them quickly.

The retail store of the National Piano Co., 107, Yonge Street, has added the Sonora to its talking machine department.

Donation House Furnishing Co., Ottawa, is making a big drive on the "Columbia Dollar Club" whereby on payment of this sum membership is enrolled and a Columbia machine delivered. The membership is limited to 100.

MOTOR CONSTRUCTION KNOWLEDGE

C. J. Pott, Manager of General Phonograph Corp., Canadian Branch, in Interview With The World Says Knowledge of Motor Structure Necessary but Need Not Be Thrust Upon the Customer—Pointers of Interest

In conversation with C. J. Pott, manager of the General Phonograph Corp. of Canada, Ltd., the question came up of a selling incident cited in The World recently. The case that was mentioned was that of a salesman who lost a good sale because he could not give any intelligent answer to the prospective customer's question regarding certain details of the construction of the motor.

"How far should a salesman go in talking motor equipment to a prospect?" The World correspondent asked Mr. Pott.

"Well, I would say, as a rule, it is not necessary to go into details about the mechanism of the motor," replied Mr. Pott. "Of course, there is no hard and fast rule. The more the salesman knows about motors the better. The surer he is about the quality of the motor in the machine he is trying to sell, the more confidence and enthusiasm he has and, therefore, the better salesman he is."

"But I would keep that knowledge in reserve. If it is needed the salesman has it. It seems to me the average buyer does not know much about the hundred and one things that enter into the building of a high-grade motor. He knows little and perhaps cares less. If I were a floor salesman I think I would say to the man examining a certain instrument, 'The motor

(Continued on page 120)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

NEWS FROM DOMINION OF CANADA

It is a well known fact that a record is not a record until it has been subjected to the most critical tests for accuracy, and the most critical test for accuracy is the test of the needle. The needle must be of the right size and shape, and must be of the right material, and must be of the right quality, and must be of the right price. It is a well known fact that a record is not a record until it has been subjected to the most critical tests for accuracy, and the most critical test for accuracy is the test of the needle. The needle must be of the right size and shape, and must be of the right material, and must be of the right quality, and must be of the right price.

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GOOD NEEDLES FOR DEMONSTRATION

L. J. Unger, Brilliance Traveler, Believes Demonstration Is Critical Time in Making Sale—Needles Must Meet All Requirements

No record is a record until it has been subjected to the most critical tests for accuracy, and the most critical test for accuracy is the test of the needle. The needle must be of the right size and shape, and must be of the right material, and must be of the right quality, and must be of the right price.

importance of the needle in securing a good reproduction of the note that has already been put into the records.

"Sometimes I come across a salesman who feels he is exercising a wise economy in using cheap needles for demonstrating in the store," he said in the course of a chat with The World correspondent. "If there is one time that the best is none too good it is when demonstrating to people who by their coming into the store have shown so interest and are then in a mood to criticize and make comparisons. The only way to have your goods show up to the best possible advantage is to use the best needles you can get."

"Another thing, when a dealer is delivering a new instrument to a customer it is wise to put in a package of the very best needles. If the needles sent should be inferior ones, the customer might easily be disappointed with his purchase when he plays it in his own home. For this and other reasons, I will say start with the right."

MAKES MUSIC ON THE SIDEWALK

Canadian Dealer Opens Store and Draws Big Crowd by Placing Instrument in Street Before His Door—Booms Sale of Records

When, on Jan. 5, J. O. Glass, a traveling salesman, opened his store in the city of New York, he drew a big crowd to his door. He placed a large gramophone in the street in front of his store, and the crowd was so large that he had to place it on the sidewalk. The crowd was so large that he had to place it on the sidewalk. The crowd was so large that he had to place it on the sidewalk.

these records he had played and the clerk had to get busy in a hurry.

The store, which is a branch store of J. W. Glass, of St. Catharines, has been placed under the able management of J. O. Glass, a son. There are four modern and comfortable demonstrating rooms, where Victor talking machines and pianos are on display.

Mr. Glass is a live wire, and although he has only just established here, yet he has made a host of friends and customers. He has started to build up a large business, which points always to success in business.

L. K. LINCOLN BACK FROM TRIP

L. K. Lincoln, advertising manager of the Sonora Phonograph Co., New York, returned to the city this week from a short trip through eastern Pennsylvania, during which he called on Sonora dealers. He found that all those he called upon had experienced a good holiday business, and were facing the future confident of the prospect. It holds for them.

THEATRE CHOOSES THE BRUNSWICK

When the picture "Humoresque" is shown in the Grand Theatre, Los Angeles, the Brunswick was selected to play the violin solo "Humoresque" as an introduction, because of its popularity.

Mr. Lincoln, who at that time, supplied the instrument and took advantage of the occasion by advertising in the newspapers.

MAKES SONORA TALK OVER 'PHONE

St. Louis, Mo., Jan. 5.—The proprietor of the city's Pharmacy, at this city, recently made the Sonora Co. as follows: "Wish to express the pleasure of demonstrating the Sonora Co. a day over the telephone yesterday afternoon, and making the sale all O. K. for the future. This goes to show that the Sonora Co. is a great success."

MERCHANDISING VALUE



\$150

Retail Price



\$160

LAUZON QUALITY

The foresighted merchant with a hand on the pulse of public demand will immediately perceive the opportuneness of the above popular priced consoles.

Lauson quality assures honest value and the price is a 1921 proposition calculated to build sales throughout the year.

MICHIGAN PHONOGRAPH CO.

Phonograph Division, Lauzon Furniture Co.
1000 Michigan City Bank Bldg., Factory, Monroe, Mich., and other locations
GRAND RAPIDS, MICH.



MEETING 1921 CONDITIONS

By J. NEWCOMB BLACKMAN

The outlook for business in 1921 is disappointing and discouraging to many, but opens the way for greater opportunity and prosperity for Manufacturers, Wholesalers, Retailers, and Employees who are prepared to meet 1921 conditions.

Every business is again realizing the fact that inflation must be followed by deflation, and that those who best survive these extreme conditions are what might be termed "conservatives" on the average.

VICTOR SUPREMACY was never more apparent than today.

The law of average over a period of time produces the result by which all are judged.

Consider the condition of VICTOR business during the past few months and compare the opportunities for 1921, as against the majority of competing lines, and you will appreciate that the VICTOR policy is intended to insure permanent success.

1921 will be a "slow down year"—a period of "the survival of the fittest."

The VICTOR wholesaler will find it necessary to invest more capital to adequately meet the needs of the VICTOR dealer. He should be able and willing to build up a stock of Victrolas and Records as increased production makes it possible. This financial condition should enable him to give ample credit to dealers whose business transactions are conservative.

The standard of the future among VICTOR dealers will continue to prove the value of concentration and specialization. High-class representation ought to be encouraged and rewarded.

The dealer who expects support will give it. He will choose his line or lines of stock on a permanent investment basis.

The coming year will be a year of "reaping" according to our "sowing." A year of reaction, but also a year of reward. In some cases, a time to introduce new solutions and new policies.

The BLACKMAN TALKING MACHINE CO. is prepared to meet 1921 conditions and will welcome an opportunity to help its VICTOR dealers do so.



Blackman

TALKING MACHINE CO.

81 READE ST. NEAR CHURCH ST. NEW YORK

VICTOR DISTRIBUTORS

EXCLUSIVELY WHOLESALE



How to Make 1921 a Happy New Year

In Spite of Everything!

No matter what you have to find
Your landlord on the first,
No matter if it's quite impos-
sible to quench a thirst—
We still make catchy dance hits that
Intensify the fun—
A lot of new stars every month
That simply can't be beat
So come to meet your tragic fate
The world is not so bad
These tantalizing Emersons
Will keep you feeling glad

No matter what you have to find
Your landlord on the first,
No matter if it's quite impos-
sible to quench a thirst—
We still make catchy dance hits that
Intensify the fun—
A lot of new stars every month
That simply can't be beat
So come to meet your tragic fate
The world is not so bad
These tantalizing Emersons
Will keep you feeling glad

January, the biggest month for record business, is here:

Every Month Is Big With the **EMERSON** Dealer

Emerson Records

of the **VERY LATEST** Songs and Dances

First!

Cast Your Eye Over These!

SELECTION	SHIPMENTS MADE
10295 Margie. Fox-trot.....Plantation Dance Orchestra	December 9th
10279 Darling. Fox-trot.....Green Brothers' Novelty Band	November 16th
10294 Just Snap Your Fingers at Care. Medley Fox-trot Waldorf-Astoria Dance Orchestra	November 27th
10293 June, I Love No One But You. Fox-trot. Orlando's Society Orchestra	November 27th
10242 Whispering (Dance). Fox-trot.....Van Fips Specialty Four	September 13th
10300 Whispering (Vocal) Tenor Solo.....Sam Ash	December 11th
10301 Margie (Vocal) Tenor Solo.....Eddie Cantor	December 11th
10292 Palestena. Novelty Song.....Eddie Cantor	November 23rd
10302 Broadway Rose. Tenor Solo.....Irving Kaufman	December 11th
10296 Broadway Blues. "Blues" Character Song.....Sissle & Blake	December 3rd
10282 Feather Your Nest. Medley Fox-trot.....Vernon Trio	November 17th
10304 Caresses. Fox-trot.....Lanin's Roseland Orchestra	December 17th
10303 Grieving for You. Fox-trot.....Jos. Samuels' Music Masters	December 11th

The Ideal Phonograph and Record Combination

EMERSON RECORDS—THE EMERSON PHONOGRAPH

The Phonograph with the Emerson Music Master Horn

Play Emerson Records with Emerson Needles, a Quality Product



EMERSON PHONOGRAPH CO., Inc.

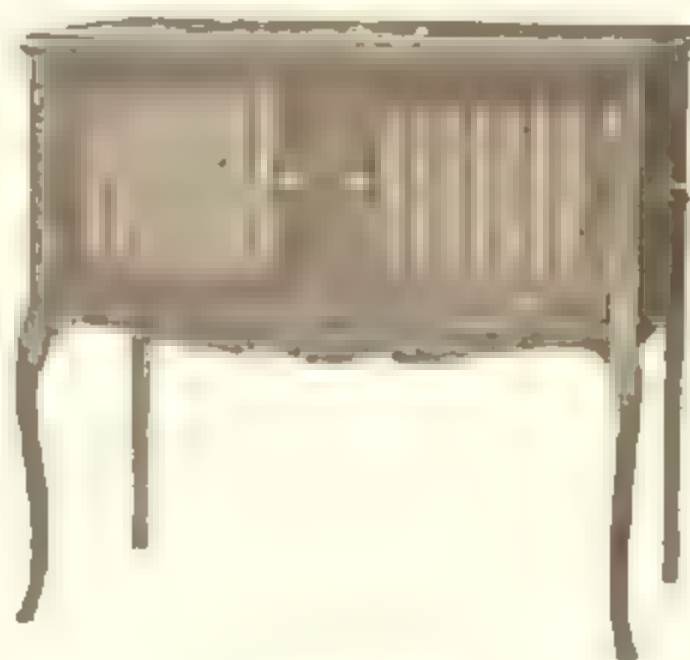
206 Fifth Avenue, New York

315 South Wabash Avenue, Chicago





Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

LONG
QUALITY
HANOVER, PA., U.S.A.

Announcing the Addition of Five New Cabinets to the Line

Period models are much in vogue at this time. We have met the situation by designing the five period models shown.

Victrola dealers will be interested in them as they are intended to be used with the popular Victrola VI.

The combination makes a perfect outfit that can be sold at a price that will have a strong appeal.

LONG CABINETS

Represent the last word in cabinet perfection and are sold with our absolute guarantee as to quality and satisfaction.

Write for copy of catalogue.

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Kerekjarto (pronounced Kerek-yahrto) is the name of the new Hungarian violinist, who jammed the aisles of Carnegie Hall, New York, with his first two American concerts. His first Columbia Records are Sarasate's "Zapateado" and "Romanza Andaluza." Every real music lover will want them. Columbia 79456 and 49900.

**Columbia Graphophone Co.
NEW YORK**

THE COBROLA MAKES ITS BOW

**New Portable Phonograph Introduced to Trade
by Cobro Mfg. Co**

PHILADELPHIA, Pa., January 3. The new year has ushered in a new trade product—the Cobrola portable phonograph. This new machine is made by the Cobro Mfg. Co., whose executive offices are located at the Bulletin Building, this city. The factories of the company are at Vineland, N. J., and Hartford, Conn. The firm has been established for some years and has built up a reputation in the manufacturing of metal products and wire specialties and both factories are equipped with automatic machinery of the highest type.

This instrument is produced in a very attractive cabinet which is covered with genuine cowhide leather in black or mahogany brown, embossed. The interior is upholstered in high-grade velvet and plush, harmonizing with the color of the leather. Its equipment includes a double speed motor, the Cobrola reproducer, record holder and leather handle. All metal parts are nickel plated.

One of the strong features in the sale of the Cobrola is the two years' guarantee against any defect due to defective material or improper workmanship. Upon the sale of each machine the dealer is required to return to the Cobro Mfg. Co., and giving the name of the purchaser and other necessary information. Here an extensive list of all Cobrola owners is kept at the company's office. Cobrola has been introduced in English and Spanish have been printed on the product window display cards. The French version will also shortly be ready.

The personnel of the Cobro organization is as follows: D. S. Cohen, president; L. M. Sanders, vice president; and G. E. Matteson, secretary. Mr. Matteson was formerly president of the Commercial Guaranty Co., of this city. The company was incorporated under the laws of the state of New Jersey for \$150,000 and is a closed corporation.

Branches in London, Chicago, Philadelphia, New York, Boston, and New Orleans, Mass., are also being established. The Ware Theatre, located at the corner of Columbia and Grand streets, is being fitted out with a general line of records.

DEVICE TO PREVENT OVERWINDING

**Jersey City Concern Places on Market New
Device to Accomplish That Purpose**

The Phonograph Specialties Mfg. Co., 711 1/2 street, Jersey City, N. J., has just placed on the market a new device which it is claimed makes it impossible to overwind talking machine motors. This device is attached to the motor shaft, following which the winding crank is inserted into its usual position. It is of simple construction and occupies very little space and can be easily attached in a few minutes. After the device is made part of the motor itself the usual winding of the motor and its functions are carried out without any restriction being necessary. When the motor is set to reset the winding crank automatically ceases to wind and becomes neutral. It also does the attaching of the device, the spring being overwound but relieves stress upon the various parts of the motor caused by restriction.

While the company at present is only manufacturing this device for one make of motor, its construction with change in the size of the grooves for attaching the winding crank can make it applicable to all makes of motors and the manufacturer will shortly announce series for other talking machines.

THE "BUNGALOW HOUSE" IN DALLAS

New Exclusive Brunswick Shop of Unique Character Opened in That City

DALLAS, Tex., January 3. A new Brunswick Phonograph Shop has been opened at 1818 Main street, under the alluring title of the "Bungalow House." The new store has been fitted out in distinctly bungalow fashion, attractively decorated and furnished with every convenience provided for the customer. The interior is the latest, contains a living room with its fireplace and draperies, a reception hall, library, dining room, and even kitchen, and in each room a Brunswick phonograph of ample type. The second floor contains Brunswick Hall and a rest room for women. The hall itself will be used for recitals and will also be made available for meetings of women's clubs, etc.

The proprietors of the new shop are W. O.

Ross and W. A. Minor, both from Chicago. The latter has been employed on A. H. Hall and C. J. Warner. Mrs. J. K. Byers is in charge of the record library.

OKEH RECORDS IN DEMAND

**Okeh Records Increasing Continually in Output
and in Sales for January**

Very recently was made last week by John C. O'Connell, general sales manager of the General Phonograph Corp., New York, that the daily shipments of Okeh records now being made are at an undisturbed pace higher than the daily shipments made at any time in the past. He stated that before the end of the month sales of Okeh records will exceed the total for the year over the present.

NEWS OF EMERSON TRAVELERS

Prof. Vernon S. Loomis, manager of the Emerson Phonograph Co., New York, left the first of the month for a tour of the West. He will be gone about three months and has been joined by Robert MacMacken, special representative of the Emerson Co. The latter is in possession of a permanent position on the Western coast. Mr. Loomis will hold general control over the Emerson distributors located in the Western part of the country.

Mr. Loomis, general field representative, is making his headquarters with the Okeh Emerson Co. in the Western Emerson distributor located at Los Angeles, O. H. W. Cooper in the Western Emerson distributor.

Mr. Loomis, general field representative, is making his headquarters with the Ramothree Emerson distributor at Richmond, Va., with the Emerson distributor at New York.

Mr. Loomis, general field representative, is making his headquarters with the Emerson Chicago distributor at Chicago.

Mr. Loomis, general field representative, is making his headquarters with the Emerson Products Co., the distributor at Syracuse.

Mr. Loomis, general field representative of the Emerson record branch of the Emerson Co., is making his headquarters with the Emerson Products Co. at Syracuse, and will be in the New York City branch connecting the Emerson records in New York, German, Italian and French records.

BERNAT ACTING SALES MANAGER

When H. E. Morrison, sales manager of the Emerson Phonograph Co., is in the West on a tour, J. I. Bernat, advertising manager, is acting as sales manager in addition to his other duties in the company. He will be in the West.

W. H. Loomis, general field representative, is making his headquarters with the Emerson Phonograph Co. in the West on a tour, J. I. Bernat, advertising manager, is acting as sales manager in addition to his other duties in the company. He will be in the West.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES
FINISHING AND
RECORDING
LABORATORY JEWELS

Plant No. 1
203 Broad Street
Tel. 2800 Market
NEWARK, N. J.

SAWING
GRINDING
ROLLING
and
EXPERIMENTAL
LABORATORY

Plant No. 2
203 Franklin St.
NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

NO CUT IN VICTOR PRICES IN PROSPECT

Ralph L. Freeman, Director of Distribution of Victor Co., in Replying to Inquiry of A. D. Geissler Explains Position of That Company

SOME OF THE FACTS OF THE CASE, as reported by Mr. Geissler, are as follows: The fact of price reduction in the market between Victor and other companies in New York, and the fact that the Victor Co. is not a member of the National Association of Retail Talking Machine and Phonograph Dealers.

Mr. Geissler, in his letter to the Victor Co., stated that he had been informed that the prices of the Victor Co. were being reduced, and he asked for a statement of the reasons for such a move.

Mr. Freeman's letter to Mr. Geissler sets forth the position of the Victor Co. and states that there is no reduction in the prices of the Victor Co. products at the present time.

New York, January 14, 1921.
New York, N. Y.

Dear Sir:—In your letter of December 30, 1920, you stated that you had been informed that the prices of the Victor Co. were being reduced, and you asked for a statement of the reasons for such a move.

We have not been able to find any statement on this subject, and we are sorry to be unable to give you a more definite statement. The Victor Co. has no intention of reducing its prices at the present time.

On January 12, 1921, we were advised that the prices of the Victor Co. were being reduced, and we were sorry to hear of this. The Victor Co. has no intention of reducing its prices at the present time.

One of the reasons for the reduction in the prices of the Victor Co. is the fact that the prices of the materials used in the manufacture of the Victor Co. products have been reduced. This is due to the fact that the prices of the materials used in the manufacture of the Victor Co. products have been reduced.

Turn your Table-Type
Phonograph Sales into
Biggest Profits

If you do not see how you can make sales and money by handling Udell record cabinets, write us and let us tell you what other dealers are doing.



No. 1402

Write today for the Udell Blue
Book and other information

The UDELLWORKS

Indianapolis—1250 West 28th St.

The policy of the Victor Co. has always been to do a large business on a moderate percentage of profit. Circumstances of the last few years have reduced our margin of profit to such an extent that it cannot be considered satisfactory and adequate for the maintenance of our business. We believe that further advances in this direction can be avoided, but certainly there has been no intention of any downward reduction in our prices until actual reductions in the cost of our materials have been accomplished sufficient to allow the Victor Co. a satisfactory margin of profit. Prediction against the future are always hazardous and we will not care to assume the responsibility of making any guarantees or doing more than to make a frank statement of the situation as it appears to us. We cannot see any possibility of developments which would justify us in reducing our prices in the near future.

Very truly yours,
"Victor Talking Machine Co.,
Ralph L. Freeman, Director of Distribution"

E. R. JOHNSON GIVES \$100,000

A contribution of \$100,000 to the European Relief Fund from E. R. Johnson, president of the Victor Talking Machine Co., for the carrying on of relief work among several million needy children in Central and Southeastern Europe, was announced this week by Herbert Hoover, who has been charged with the task of raising \$5,000,000 for relief work.

TAKES CHARGE AS MANAGER

Mr. E. R. Johnson, January 4. Saul Bluestein has recently been made manager of the Sonora Music Rooms at this city. This is the talking machine department operated by the Fortune War Co. Mr. Bluestein was formerly in charge of the talking machine department of J. Goldsmith & Son Co. of this city. Mrs. Dorothy Dunn and Miss Northrup Penland will be associated with him.

PLAN NEW NATIONAL ASSOCIATION

Music Trades Association of Southern California Moves to Form National Organization of Talking Machine and Phonograph Dealers

LOS ANGELES, Cal., January 3. J. W. Boothe, general manager of the music department of Barker Bros., introduced a resolution at the last general meeting of the Music Trades Association of Southern California which had for its object the formation of a National Talking Machine and Phonograph Dealers' Association, and the secretary was accordingly instructed to write a letter to the various associations with this purpose in mind.

The following letter has been sent over the signature of A. G. Farquharson, the secretary:

"A resolution was adopted at our last meeting which has for its aim the foundation of a National Association of Retail Talking Machine and Phonograph Dealers, and the secretary was accordingly instructed to write to all of the retail talking machine, phonograph and music trades associations throughout the United States and ask them for their support and cooperation towards the formation of such an association—the object being the improvement, betterment and protection of the industry.

"It was suggested that delegates from the various associations should attend the Chicago Convention of Piano Merchants, which is to be held during the Spring of 1921.

"Enclosed you will find a copy of our constitution and by laws, together with a list of some of the resolutions adopted during the past few months. These are for your information. Copies of some of your motions and resolutions would be highly appreciated by us."

J. P. MIDDLETON A VISITOR

John P. Middleton, executive Columbia dealer at Pittsfield, Mass., was a visitor this week to the Columbia executive offices. He said he had enjoyed a very fine holiday business.

Apply for Prices and Territory for this most Attractive Proposition to

Musical Sales Corp.
5 BROMFIELD ST.
BOSTON, MASS.

MODEL 901

Have You Heard the New MANDEL Records?

There is a treat in store for you. The MANDEL Record is the newest lateral cut record out. We consider the MANDEL Record the last word in quality. The quality of the music as well as the record itself is second to none.

MANDEL Records are recorded for this Company. The masters from which MANDEL Records are pressed are our own property. We have engaged the very best talent obtainable for the recording of our records. The names of the artists are well known in the amusement field.

The first release consists of sixteen records—thirty-two selections—including the very latest dance music and instrumental music as well as standard vocal and instrumental and operatic selections. This first list has been selected with great care, having in mind their commercial value.

Our plan is to release ten numbers monthly. All new records released will be selected with a view to their salability, for it is our intention to build up a catalog only of good selling numbers.

Attached is an order blank for the entire assortment of sixteen records. We would suggest that you sign and mail this order blank to us at once.

Popular Dance Records

- 4001 AVALON—Fox-trot, Raderman's Novelty Dance Orchestra
10 in. \$1.00
DARLING—Fox-trot Ben Selvin's Dance Orchestra
- 4002 THE JAPANESE SANDMAN—Fox-trot, Raderman's Orchestra
10 in. \$1.00
FEATHER YOUR NEST—Fox-trot, Selvin's Syncopating Melodists
- 4003 WHISPERING—Fox-trot Raderman's Orchestra
10 in. \$1.00
GRIEVING FOR YOU—Fox-trot Selvin's Orchestra
- 4009 THE LOVE NEST (From the musical comedy, "Mary")
10 in. \$1.00
ALABAMA MOON—Fox-trot Green Bros.' Novelty Orchestra

Hawaiian Selections

- 4004 ALOHA OE—Hawaiian Guitars Ferera and Franchini
10 in. \$1.00
HONOLULU MARCH—One-step Hawaiian Guitars—Ferera and Franchini

Standard Selections

INSTRUMENTAL

- 4013 WASHINGTON POST MARCH Mandel Military Band
10 in. \$1.00
NATIONAL EMBLEM MARCH Mandel Military Band
- 4014 AMERICAN PATROL—March Mandel Military Band
10 in. \$1.00
SUNNY SOUTH—March Mandel Military Band
- 4015 POIT AND PEASANT OVERTURE—Part 1 Mandel Concert Band
10 in. \$1.00
POIT AND PEASANT OVERTURE—Part 2 Mandel Concert Band

Popular Vocal Records

- 4005 BROADWAY BLUES—Contralto Solo, Aileen Stanley with Orchestra
10 in. \$1.00
DON'T TAKE AWAY THOSE BLUES—Baritone Solo Ernest Hare—Orchestra Accomp.
- 4006 TIRED OF ME—BALLAD—Tenor Solo Chas. Hart and Orchestra
10 in. \$1.00
DOWN THE TRAIL TO HOME, SWEET HOME—Duet—Tenor and Baritone Ernest Hare and Chas. Hart
- 4007 WHEN I LOOKED IN YOUR WONDERFUL EYES—Tenor Solo Chas. Hart, with Orch. Accomp.
10 in. \$1.00
I'D LOVE TO FALL ASLEEP AND WAKE UP IN MY MAMMY'S ARMS—Soprano, with Orchestra Helen Bell Rush
- 4008 MY LITTLE BIMBO DOWN ON THE BAMBOO ISLE—Baritone, with Orchestra Ernest Hare
10 in. \$1.00
PALESTLENA—Comedy Selection, Orchestra Accomp. Fred Whitehouse

Standard Vocal Numbers

- 4010 A DREAM—Tenor Solo with Orchestra James Price
10 in. \$1.00
ABSENT—Tenor Solo, Orchestra Accompaniment James Price
- 4011 GOOD BYE (Tosca)—Soprano with Orchestra Ida Wells
10 in. \$1.00
SING ME TO SLEEP—Soprano Solo, Orchestra Accomp. Ida Wells
- 4012 MIMI—(From the opera La Boheme) Sung by Mme. Bonariova
10 in. \$1.00
VISI D'ARTE—(From the opera Tosca) Sung by Mme. Bonariova

Violin Selections

- 4016 SOUVENIR Played by Vera Barstow
10 in. \$1.00
BERCEUSE Played by Vera Barstow

CUT THIS ORDER BLANK—MAIL IT TO-DAY—FIRST RELEASE MANDEL RECORDS

MANDEL MANUFACTURING CO.

1455 W. Congress Street, Chicago, Ill.

Ship as soon as possible by ☐ Parcel Post ☐ Express your assortment of 16 first release Mandel Records, at your regular trade discount.

Signed _____

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST. TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, Ill., January 5.—The holiday season just past has surprised everyone in point of sales. In the city of Chicago, at least, talking machines were pushed, through advertising campaigns, house-to-house canvases and in every other way imaginable. Judging by the newspaper advertisements just before Christmas one might imagine the public was on a talking machine purchasing spree. There were special offers, radio, spin-a-ferries, and even reduced prices. Full price advertisements carried the news to the public in startling headlines. All of the various makes, even the best known, were offered with exceedingly small down payments; most, in fact, being delivered after the purchase of a few records on the so-called pay week plan.

So much for the holiday advertisements. The result was a very large sale of instruments throughout the city, which may had the good effect of clearing things up somewhat. It can probably be said that the holiday sales of talking machines in Chicago were better than the average of the rest of the country. As a matter of fact, many makers of pianos and other musical instruments conclude that talking machines were pushed to the exclusion of piano sales.

Intensive selling seems to be the order for the coming year. House-to-house canvassing on the part of the dealer and better trade service on the part of the manufacturer will have a more important place in the new order of things. It is the belief of those best qualified to gauge business conditions and make predictions that the honest value will find a market in 1921. Whether the instrument be of the popular price type, or of the expensive period instrument, if the price is right and the quality of the goods themselves assure it, the average dealer will be able to show a satisfactory balance a year hence. Probably a number of concerns will retire from business. These retirements may be caused by financial difficulties or from lack of merit in the product itself. In either case the result will be to strengthen the lines that remain.

Retail stocks are undoubtedly very much lower than before the holidays. Conservatism has been the watchword of the dealer during the past six months. He has been content to

run along on very much lower stocks than before. Visiting dealers have been few for some time past, wherefore many can be expected after the first of the year. There is an unrecalled list of furniture dealers scheduled for the market opening both here and in Grand Rapids, which is an excellent sign.

The wholesale business is destined to enjoy a steady increase commencing with the first of the year. Of course, this does not mean much since it has been practically at a standstill for a month or so. Predictions for the opening of a better retail trade vary from February 1 to April.

Handsome Sonora Display

At 609 N. Michigan avenue, where the autos of "Gold-Coasters" pursue their lordly way to and from Sheridan road, C. J. Van Houten & Zoon have installed one of the most handsome and artistic small window displays in the country. The window has been prepared solely as an advertising project to benefit Sonora dealers in Chicago and is in the front of a building used for a dancing academy. No machines are being sold from this place, although the proprietors of the dancing academy undertake to refer inquiring purchasers to C. J. Van Houten & Zoon.

The window display cost the above Sonora owners fifteen hundred dollars and is equipped as follows. On display are the Sonora Gothic De Luxe Normandy model in antique walnut, the retail price of which is \$1,500, a Louis XV De Luxe De Barry at \$1,250, and a Jacobean robe perle in antique walnut at \$1,300. The woodwork is done in old ivory enamel, the draperies in English mohair casement cloth with a pleated valance two feet deep across the entire top of the window. Blue and tan half-curtains hang from the valance. An antique Chinese chair and marbleized console table, two carved wood candlesticks and a Glendale carpet complete the interior. On the outside an illuminated sign flashes the Sonora trade-mark night and day to the passing automobiles.

Is Business Bad?

Not according to gentlemen of the type of Earl H. Reynolds, of Chicago, Ill. Mr. Reynolds works for the M. J. Ritter Drug Store of this city. He is a decided talking machine enthusiast and had times or good believes these instru-

ments can be sold if the price is set right. A short time ago he asked his manager to be freed from the duties in the store in order to go out and canvas the neighborhood for talking machine prospects. The photograph shows fifteen hundred dollars worth of Victrolas disposed of in one day by Mr. Gross. The phonographs were lined up outside the



One Day's Sales of Victrolas

store as shown, for the purpose of advertising, and as a result this young gentleman obtained fifteen more prospects.

When it is remembered that the feat was accomplished during a period when talking machines were not selling with remarkable rapidity, we are inclined to give Mr. Gross all the more credit.

Makes Will on Record

Earl H. Reynolds, Chicagoan, has set a fashion in recording of wills. We use the word recording literally. After dictating his wishes into the instrument, two attorneys followed by dictating their names as the spoken signatures of witnesses. James E. Callahan, one of the attorneys, says "the voice is mightier than the pen." The judge before whom a phonographic will is offered for probate can tell whether the testator was strong or weak from the tone of his voice as reproduced by the sound. He can also judge whether the testator was of sound and reasoning mind from the fluency or lack of fluency evidenced by the record.

A Children's Hour

The Celeste Music Co., of Pekin, Ill., has worked out an original and effective plan for interesting the children of its clientele. On Friday and Saturday mornings of each week throughout the Summer months the children of this town are entertained at the above store. A

(Continued on page 133)

When in the market for Fibre Needle Cutters
Always get our prices
Do not be put off with any other cutter
Efficiency is our first object

& we want your valued orders

Will we hear from you soon?
Allow us to quote you on a quantity
Do not wait until the other fellow outsells you
Enter your order at once. (Today.)

WADE & WADE

3807 LAKE PARK AVE.

CHICAGO, ILL.

An Example

Of the Dealers' Helps prepared by
Lyon & Healy



A set of four envelope enclosures of the highest class in design and text. Insert one in every statement or letter you mail to a customer. They are drawn by a high-priced artist, printed in colors, and carry effective sales talks. There is a space for imprinting your name and address.

Lyon & Healy Dealers' Helps Increase Your Sales

All of the Lyon & Healy services are well tested and tried. We use them for our own retail trade—one of the largest in the country.

They are sold exclusively to the MOST PROGRESSIVE VICTOR DEALER in each city. If you are that man, write for a complete list of our services, full information and samples.

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

story hour with educational records, both musical and spoken, is the attraction. Mrs. Julia A. Catron, a member of the firm, and a person who has had several years' experience in both State and local musical club work, arranges the programs. These are made as educational as possible without sacrificing the interest of the audiences. The benefit to the firm of these pleasant hours given the children accrues in the latter's support of the Celeste Music Co.

Foils Bandit

C. H. Smith, of the Smith Piano Co. on Wabash avenue, recently had an exciting experience with an automobile thief who attempted to steal his auto as it was standing in front of the store. Mr. Smith observed the bandit just as he was starting up and gave chase. The man was caught before he had even got as far as Jackson Boulevard, and turned over to the police.

Fire on "Row"

At 6:30 o'clock Monday morning, December 27, the Chicago fire department was called out to extinguish a fire in the basement of the Adam Schaaf establishment on Piano Row. The blaze was of little consequence and was immediately brought under control. An overheated furnace caused by a sudden change in the weather was responsible. The merchant from whom we obtained this information solemnly asserts that he was on the job looking for customers at this early hour of the morning, and so personally viewed the events.

Fights Excise Tax

The Chicago Piano Club, which numbers among its membership many talking machine men, has instituted propaganda to combat the proposed excise tax legislation under contemplation in Washington. At a recent regular weekly meeting Otto Schulz, president of the National Piano Manufacturers' Association, and manufacturer of Magnola talking machines, spoke regarding the proposed legislation, which, if it goes into

effect, will put an excise tax of ten instead of five per cent on musical instruments. He urged whole hearted effort on the part of the trade in opposition to this increase in tax, pointing out its unfair and demoralizing effect upon the industry. After considerable discussion it was moved and carried that a special committee be appointed to collect such data as the members of the club might find valuable in sending to their representatives at Washington.

With Play-All Phonograph Co.

W. G. Laing has been appointed sales manager of the Play-All Phonograph Co. located at 328 River street, this city. Mr. Laing has had previous connection with the talking machine industry, but during the past two years has been active in the automobile field. Joseph R. Bean, formerly with the Consolidated Talking Machine Co. of this city, has also rejoined the Play-All organization.

Granby Executive Here

H. H. Shoemaker, sales manager of the Granby Phonograph Corp., paid a short visit to Chicago during the latter part of December for the purpose of conferring with his Chicago representative, R. J. Waters. Mr. Shoemaker was decidedly optimistic in his 1921 expectations, but does not anticipate a big opening up of retail business for a couple of months yet. "I am convinced that the phonograph of quality, representing dollar for dollar value, is destined to sell in ever increasing volume," he said. "We are going ahead on the assumption that 1921 will show a good business. We were receiving orders, particularly from the South, right up until the end of the year."

Music Teachers Meet Here

The trade will note with interest that the Music Teachers' National Association held its 42nd Annual Convention in Chicago on December 30. The association has not held a meeting in this city since 1888. It was a three day affair, starting on Wednesday, December 29 and ending

on Friday, the 31st. The Hotel La Salle was the center of activities, and the program included some very interesting papers on highly interesting subjects. Much of course, is planning a more important part to the organization of schools every year. The talking machine, particularly, has its place in the program at school and the danger of the competition is of great interest to the trade.

Petitioned in Bankruptcy

E. Buell has been appointed receiver in bankruptcy for the Shell O'Phone Talking Machine Co. of Chicago. A petition in bankruptcy was filed on December 15 by the Circuit Court of Cook County, Cook, under Method Platters Co. of Milwaukee, Wis., and the Wisconsin Talking Machine Co., also of Milwaukee. The liabilities listed totaled \$2,132.50. There were no assets shown.

Van and Schenck Entertain

Van and Schenck, famous entertainers of the "Ziegfeld Follies of 1920" amused members of the Chicago Piano Club at their roundelay luncheon on Monday, January 3. The Columbia Co.'s Chicago staff, together with Harry L. Schoenwald, are the gentlemen responsible for bringing this attraction to the Piano Club.

Manufacture Excelsior Pads

The H. W. Selle Co. of this city, has built up quite considerable business in the talking machine field in connection with the manufacture of excelsior pads for packing. The company has been in the business of manufacturing these pads since 1907, but it was only recently that its talking machine business has grown to its present proportions. After spending some years and a large sum of money in experimenting, the H. W. Selle Co. has perfected a machine which rapidly and effectively turns out this article so much needed for the shipping of talking machines.

Cheney Christmas Advertisements

The Cheney Talking Machine Co. carried an advertisement in the December issue of this publication. (Continued on page 137.)

Your Account With Us

Lateral Cut

OKeh Records

Lateral Cut

Will Be an Insurance Policy Against
EMPTY RECORD SHELVES LOSS OF CUSTOMERS
LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom
WHEN THEY STOCK UP WITH POPULAR HITS ON

OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

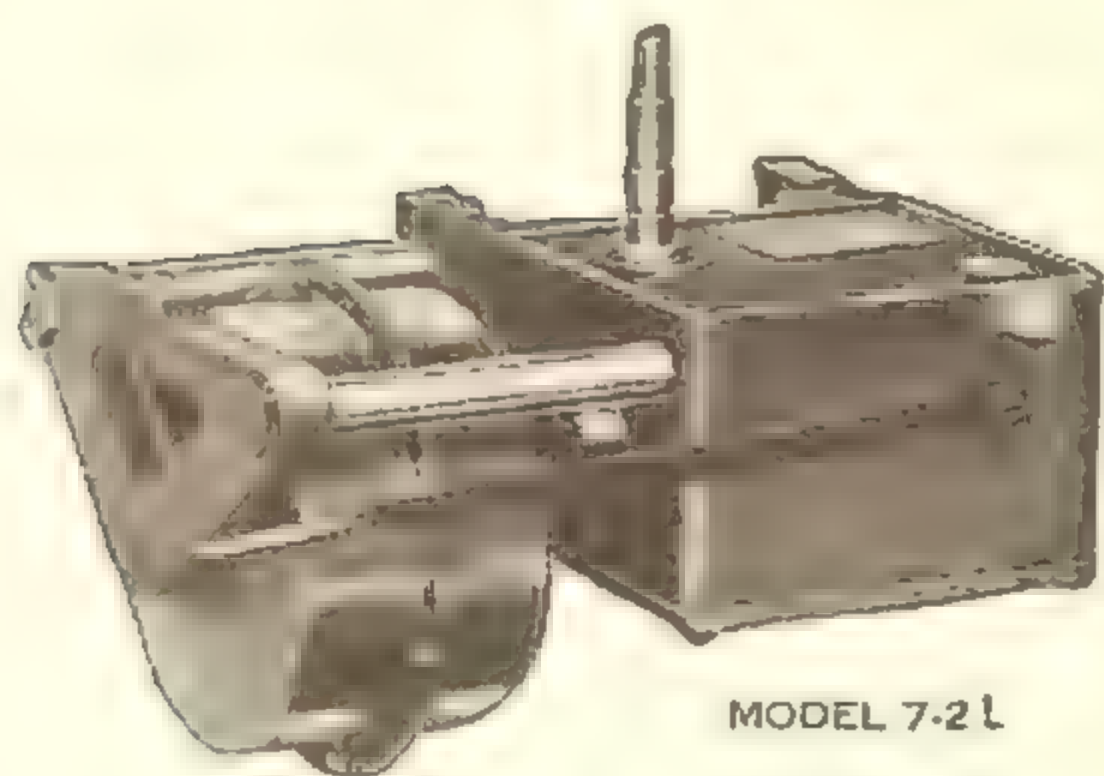
MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

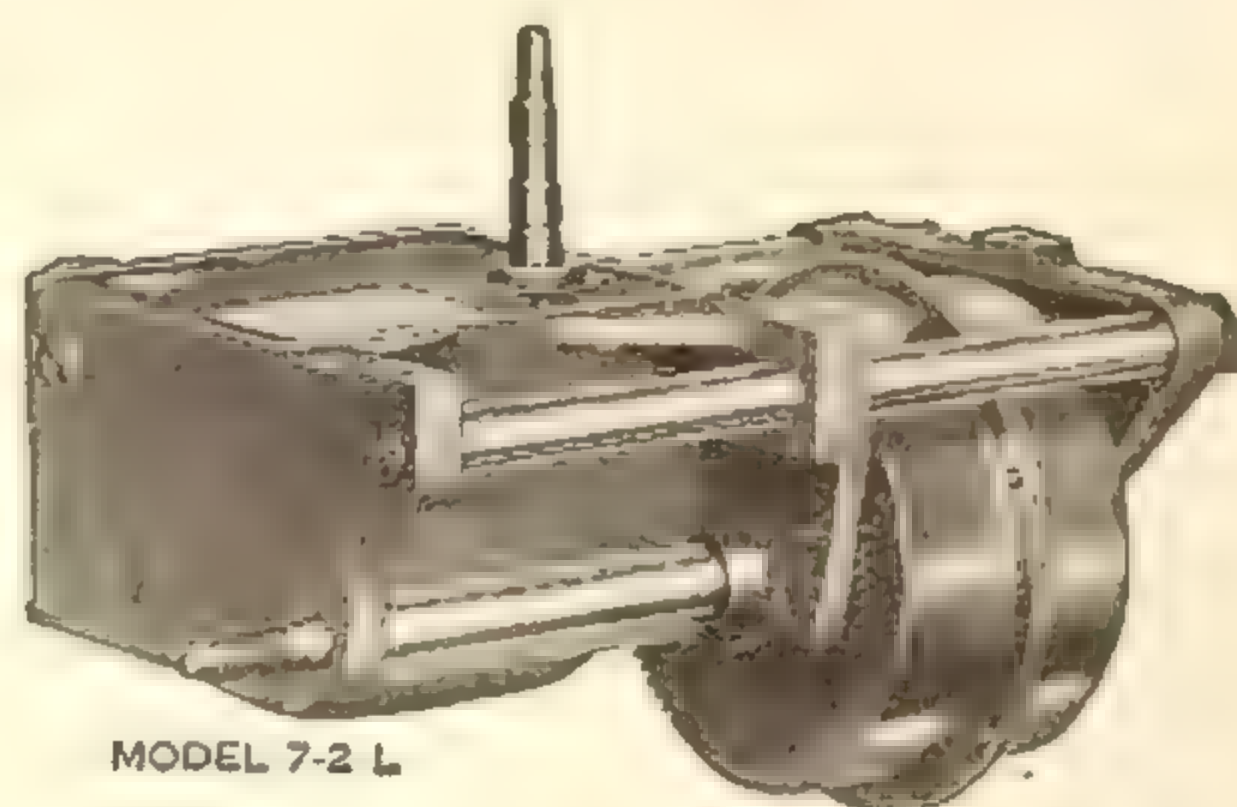
OTTO SCHULZ, President

CHICAGO, ILL.

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed No Tuning is Necessary

Think of what this means to you. Think of the time and money you have spent in past years, are spending now, tuning and adjusting noisy motors. Think of the business and money you have lost and realize that now it is unnecessary for you to do any tuning if these ENCLOSED MOTORS are used.

If you have to correct a motor when it reaches you, someone will have to correct it after it leaves you. If it didn't stand shipping shock once, it won't stand it again.

The basis of all motor trouble is faulty design. Even perfect workmanship will not offset it. Our Engineers knew by experience the weaknesses of the open type motor, and overcame them in the design of this ENCLOSED MOTOR.

All delicate parts are housed in a rigid rectangular casting. This keeps out dust and dirt, and makes it possible to use a capillary oiling system which is automatic. The enclosed casting protects the mechanism in handling, besides being so rigid that motors can be shipped any distance without getting

out of adjustment. It insures your finished instruments reaching your jobbers, dealers, and customers in good condition. And although the driving mechanism is in the cabinet, out of sight, mechanical excellence does help make sales to the customer. The smooth, easy winding, the absolute uniformity of speed and the utter absence of noise or vibration are eloquent of quality—fineness.

Excepting only springs, castings, felts, etc., we make every part of this motor in our own factory, where we can and do control its accuracy. We are in real quantity production, and making as we do just one thing—PHONOGRAPH MOTORS—enables us to make better motors. This is a highly specialized business—it takes concentration, experience, capital, and fine equipment—We have all of them.

We are now supplying many of the large Talking Machine manufacturers with these motors, and their motor troubles are over. If you want to see the end of **YOUR** motor difficulties, we will show you.

Supplied in 2, 3 and 4 Spring Models
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING Co.
LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 133)

effective Christmas advertising campaign featuring its various models. Chicago newspapers have featured full page announcements of these artistic instruments illustrated in the usual Cloney style. Cloney dealers throughout the country were supplied with cuts and copy for a series of Christmas advertisements similar to those used in Chicago.

New Rockford Store

A. G. Ogren, of the A. G. Ogren Music Co., Rockford, Ill., was a visitor to Chicago during the latter part of December and told of his new store in Rockford. The formal opening for this was held on the 12th of the month, with special music provided to entertain customers. The feature of the entertainment was a number of selections by a harp-violin-cello trio.

"The holidays have shown quite a satisfactory trade with us," said Mr. Ogren, "and we expect our new store to adequately take care of an increased business in 1921." The A. G. Ogren Music Co. handles the Victor line.

More Repeater-Stops

R. P. Hartenstein, manager of the Repeater-Stop Co., reports a satisfactory sale of Repeater-Stops during the holiday season. "There is an increasing demand for the refinements with which to equip talking machines, and we look forward to a highly successful year in point of Repeater-Stops," he said.

Speed in Deliveries

The photograph shows one of the Lyon & Healy high-speed motor trucks. This truck has a capacity of nine pianos or forty Victrolas, and recently made a record by traveling 210 miles from Chicago to an Indiana town and return in



How Lyon & Healy Deliveries Are Made

fourteen hours, or at a rate of about twenty-one miles per hour. The truck contains a Packard motor, equipped with a special body designed by Lyon & Healy's traffic department. The truck is fitted with special pneumatic tires ten inches in thickness and forty-four inches in diameter. The proud chauffeur claims that his "limousine" rides like a Pullman car.

Columbia Doings

A Christmas party for everyone connected with the Chicago office of the Columbia Graphophone Co. with their wives, sweethearts and friends was given Monday evening, December 27, in the Stevens Building. The feature of the evening was the arrangement of the program, and the announcements for which G. MacNichol was entirely guilty. D. W. Donahue, who, by the way, has recently come with the Columbia



Repair Parts
For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micars, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.





Consolidated Talking Machine Co.
Manufacturers of High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. Washington St., Chicago, Ill.

inserted a good deal of the humor for the night. "Denny" can tell you more jokes and can more many questions than the entire orchestra can answer.

A grand march, led by Manager J. McKenna, was very impressive. Can you imagine grand marching to symphonic music of the "Stars and Stripes Forever," Mendelssohn's Wedding March and Chopin's Funeral March? An imitation of Edison was given by A. J. Bell, who is undoubtedly a great dancer, and everyone agrees that some day "Bell" will stand out in the lights on the Palace Theatre. More power to him.

Miss "Nubs" Allan and "Lucky" Wilber entertained with the latest songs of the Fest Co., including "Feather Your Nest," "Grieving for You" and "I'm a Little Nobody That Nobody Loves."

As a surprise feature, J. Kapp was asked to recite "Look What My Boy Got in France." The sales talk was given and then Kapp sang it. The third anniversary of this song is coming shortly, watch for it. Mr. Smith was responsible for the arrangement of the entire party, securing the accommodations and appointing the committees. This was the first party the Columbia branch ever had. Judging from the result, the happy looks of all who were there, it was a tremendous success.

Convert Concert Hall

The concert hall of the Lyon & Healy store was used during the holiday season as a talking machine salon. The regular machine demonstration space on the first floor had been found in-

adequate to take care of the holiday rush. Looking in upon L. C. Wiswell and his energetic associates during the weeks before or after Christmas one would hardly gain the impression that business was dull. The Lyon & Healy record department on the second floor was taxed to the limit during the holidays, and it is to be regretted that some of the calamity howlers in the trade could not have been taken on a little sight-seeing tour through the department.

Aeolian Campaign a Success

The holiday advertising campaign in the interests of Aeolian Vocalion in Chicago was a decided success. According to H. B. Levy, mid-Western representative, the sales total in the city during 1920 was brought up to exceed that of the year previous, largely through the special efforts of holiday campaign. The Vocalion business of Mandel Bros. was increased twenty per cent, which is quite remarkable when it is considered that the year previous was also a good one for this house.

The holiday offer consisted of a Christmas Club, which enabled prospective purchasers to place the machine in their homes upon the purchase of a few records. There were generous clauses in the contracts given the purchasers, providing protection in case the machines were destroyed by fire, etc. There was also a life insurance clause giving the purchasers a clear bill of sale in case the latter died before the machine was paid for.

(Continued on page 137)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME. Mr. Dealer, on every machine brings the owner back to you on records and he turns to you for a machine.

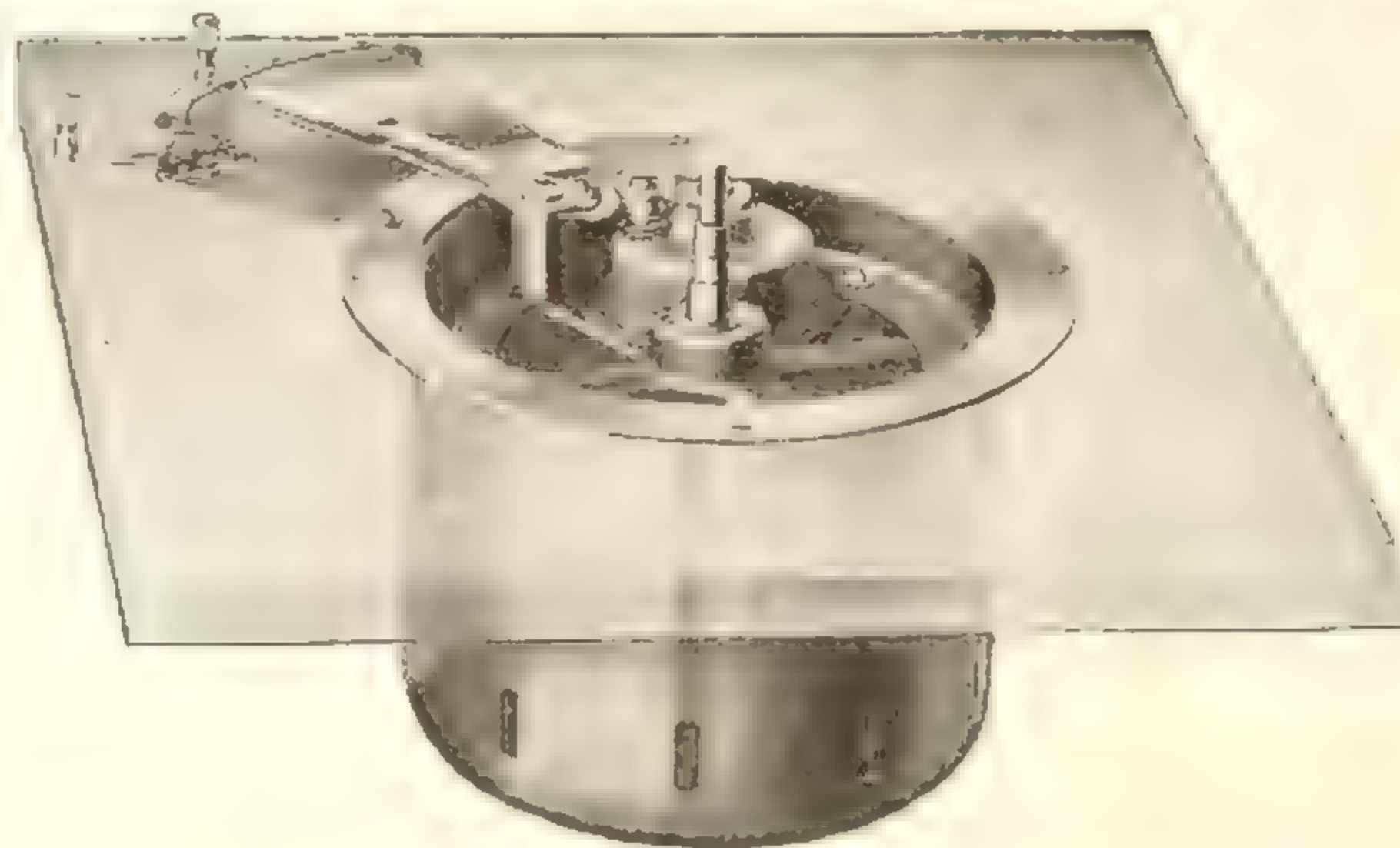
Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

UNIVERSAL

MASTER MOTOR No. 20



Three Essentials for Your Success in 1921

Your success as a manufacturer of or dealer in phonographs will depend upon three things: Your selling plans and methods, the mechanical excellence of your product and the amount of energy and enthusiasm which you put into your work.

Features that sell the UNIVERSAL MASTER MOTOR No. 20

Silent operation.
Sealed in dust-proof (fool-proof) case.
Perfect lubrication and accessible oiling system.
No heavy hanging parts to become damaged or thrown out of adjustment in start-stop.
No noisy ratchet winding mechanism.
Bearings short and heavy—do not spring when under load.
Governor sets vertically in normal position for normal governor.
It is provided with a complete set of tools.
Lubrication and oiling.

As for your selling methods that is a matter entirely within your own hands. Our place, as far as your success is concerned, lies in our ability to supply you with a phonograph motor which has radically new and novel features, making it unique and interesting from the standpoint of the buyer and with a record of past achievement which makes it a safe and sure proposition for the manufacturer and dealer.

As for the enthusiasm necessary for you to make a success of 1921, that is entirely up to you. We know, however, that if you have not yet been fortunate enough to see the performance of the Universal Enclosed Master Motor you will become enthusiastic over it the moment you see it in operation. We say see advisedly, for silent operation is an accomplished fact with this motor.

Marshall Field, the greatest merchandising genius of our times, is credited with this bit of philosophy—"Buy in cold blood; sell with enthusiasm." We invite you to buy the Universal Enclosed Master Motor in cold blood—with critical eye and ear—for we know that once you become acquainted with it you will sell it with enthusiasm.

Write for Samples.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

The same sort of a campaign was carried on in Milwaukee by the Edmund Gram Piano Co., agents for The Vocalion in the Cream City. By the night before Christmas they had exceeded their Vocalion sales of the previous year.

We do not expect a phenomenal increase in 1921," says Mr. Levy, "but look for a good healthy continuation of Vocalion sales throughout the mid West. The Vocalion is a quality instrument and it is my belief that quality will sell at an increasingly greater premium in the coming year. We hear a lot about the towns where men are being laid off by the thousands, but less publicity is given to the towns and industries where men are being given back."

Death of Harrison H. Michael

Harrison H. Michael, traveling representative for the Chicago Talking Machine Co., through Mr. Morgan Powers and associated at his home in this city on January 1. Mr. Michael, who was connected with the Vocalion Co. and a large following of friends throughout the country, who will learn with great regret of his death.

Closed Great Tonophone Year

The R. C. Wade Co. has finished its Tonophone needles closed in 1920 one of the best years in the history of the business. The demand for Tonophone needles has been steadily growing throughout the country and dealers everywhere report that users of Tonophone records are highly pleased with the tone results possible from the records through the medium of this needle. Progress in sales of records for 1921 are now under way and it is certain that the Tonophone will be a tremendous factor in the industry during the progress of the year so recently opened.

Stewart Phonograph in Chicago

A. C. Moreland, sales manager of the Stewart Phonograph Corp. of Buffalo, was a visitor in Chicago this month. He came for the purpose of aiding in the establishment of a Chicago office which is to be in charge of the R. S. K.

records. The location of the office has not yet been decided upon, but extensive plans are being made for aggressive representation of the Stewart line in Chicago. Mr. Moreland reports a rapidly improving outlook for the Stewart machine and a very imminent over-all new improvements in the Stewart product, which will make it more successful than ever. Mr. Moreland will be remembered as having been formerly with the Pathe department of the W. W. Kimball Co.

Chicago Furniture Show

Exhibitors at the Chicago Furniture Market are saying that the furniture show which opened Monday of last week is drawing as many visitors as any show in the past and from present indications it seems that there will be a record-breaking attendance. The six buildings on Michigan and Wabash avenues which house the exhibits of nearly five hundred manufacturers of furniture and allied lines generally threw open their doors for the regular mid-Winter buying season on Monday morning. The showing made, which can only be mentioned in a general way, includes not only the standard furniture designs but an increased number of talking machine exhibits. At present there are only a few of the well-known houses, such as Mandel, Vianco, the Joseph Krattel Co. of Peoria, the Wood Lumber Co. who have their demonstration booths open. But it is said by the managers of the building that before the end of the year a number of talking machine manufacturers will have arrived with their exhibits. It is also believed that the combined Chicago machine exhibits of both the Grand Rapids show and the Chicago show will be well before they close before.

Petition for Adjudication

A petition for adjudication has been filed in the Chicago Federal Court against the Genoa Piano Co., which manufactures pianos and talking machines in Genoa, Ill. The affair is a

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers

1000-1016 N. Halsted St., Chicago, Ill.

minor one both from a business and financial standpoint.

Good Progress in Vitanola Affairs

The affairs of the Vitanola Talking Machine Co. are rapidly approaching a very satisfactory condition. An interesting development is the report that the equity receivership appointed some time ago is soon to be discharged upon order of the court and the affairs of the company turned over to its officials. A statement outlining a plan which it is believed points the way to a satisfactory development of the financial affairs of this corporation has been issued by Referee Wheelock, who has been in charge of the company since the equity proceedings in the United States District Court.

A feature of the plan is the proposed sale of the recently completed plant of the Vitanola Co. at Cicero and the application of the cash proceeds therefrom to the immediate needs of the business. It is planned to operate the former factory of the Vitanola Co. in this city for manufacturing purposes as soon as the sale of the Cicero plant has been approved by the receiver.

An agreement covering the methods under which the company is to operate has been drawn

(Continued on page 138)

ORDER FROM WADE

HAVE THE HITS WHEN THEY ARE HITS

"12th Street Rag" "MARGIE" "FEATHER" YOUR NEST

OKeh
Records

Cover a line complete—
Instrumental Classics
Vocal Classics
and all the big

HITS

SUPERIOR
SERVICE

OKeh
Records

Will stimulate your business—Secure this wonderful line in your locality.

Do this today.

Mail in the

COUPON

Wade Talking Machine Co.
WHOLESALE DISTRIBUTORS

12-20 N. MICHIGAN AVE.
CHICAGO, ILL.

Wade Talking Machine Co., 12 to 20 N. Michigan Ave., Chicago, Ill.

Please send us your Dealer's Proposition on OKeh Records
We handle

Machines (Insert lines carried)

Records (Insert lines carried)

Name

Address

(Write name and address plainly)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

for fine needles, and this is indicative of the increasing sales of records throughout the country. Although the R. & L. Phon. Mfg. Co. has increased its output during the last year, it is planning for a still further output of three million during 1921.

Elected to Steger Board

Charles E. Byrne, advertising manager of Steger & Sons Phon. Mfg. Co., has been elected secretary and treasurer of this concern. Mr. Byrne also takes his place as a member of the board of directors. C. G. Steger, president, in



Charles E. Byrne

commenting on the matter, said that Mr. Byrne has been connected with the company for ten years, starting as advertising manager, and had always been an exceptionally hard worker. Faithful service, shrewd ability, and unusual energy have now brought him to a vice-presidential position.

He has made a thorough study of the music industry and is a member of the Chicago Press. Mr. Byrne formerly was a newspaper man and is known to the newspaper community as a writer of magazine articles. He is also president of the Loyola University Alumni Association, a member of the City Club, the Authors Society and various other social organizations.

Mr. Byrne's promotion to the position of secretary and treasurer comes as a well-deserved reward for his shrewd ability and loyal service.

Prepare Plans for Busy Year

The Universal Stamping & Mfg. Co. of this city, have prepared plans for a very busy year, and are now working on a number of orders for makers for machine tools, which indicates that there is plenty of confidence in the industry among manufacturers. Experts who realize that the talking machine is a type of universal instrument that is going to be in steady demand in 1921, not only in America, but throughout the world.

Look for Increased Volume of Business

The Brunswick-Balke & Handel Co. will keep a constant flow of Brunswick phonographs and records looking forward to a vastly increased volume of business during 1921. In discussing



Lead—Extra Loud
Husky
M. Needles 15 Cents

MAIN OFFICE
1847 Milwaukee Avenue

Order From This Ad
No Joint Ass't
100 Pkg. Assorted
Needles Price \$7.00
Retail Value \$15.00
FREE!

Display Stand and
Sample Packages
With Each Order

PHONOGRAPH SURGERY

LET US CO-OPERATE WITH YOU

We Operate the Largest and Most Up-to-date Equipment
Phonograph Repair Shop in the West

Have You a Phonograph Repair Agency?

Send for our Catalog and Particulars. It Tells You What We Can Do for You

The Co-Operative Manufacturing Company

ALL PHONES, HUMBOLDT BLDG.
CHICAGO

SALES OFFICE & SHOW ROOM
637 Milwaukee Avenue

the outlook Percy L. Hentsch, secretary-treasurer of the company, said: "We are very glad at this time to say that while the retail business is not as good as we anticipated and the dealers are somewhat disappointed, still we look for a vastly increased volume in Brunswick phonograph business for 1921. There are many reasons for this opinion, but it is based primarily upon the fact that hundreds of dealers throughout the country have stated their intention of taking on the Brunswick phonograph and records as early in the year 1921 as they can unload their present stock of other makes of machines."

In cases where the product itself is appreciated by the trade and this, together with the enormous amount of advertising we have put behind it, has made it one of the most stable lines on the market today. It might be interesting to know also that our volume of sales for 1920 was practically double that of 1919."

Proposed Victor Dealers' Association

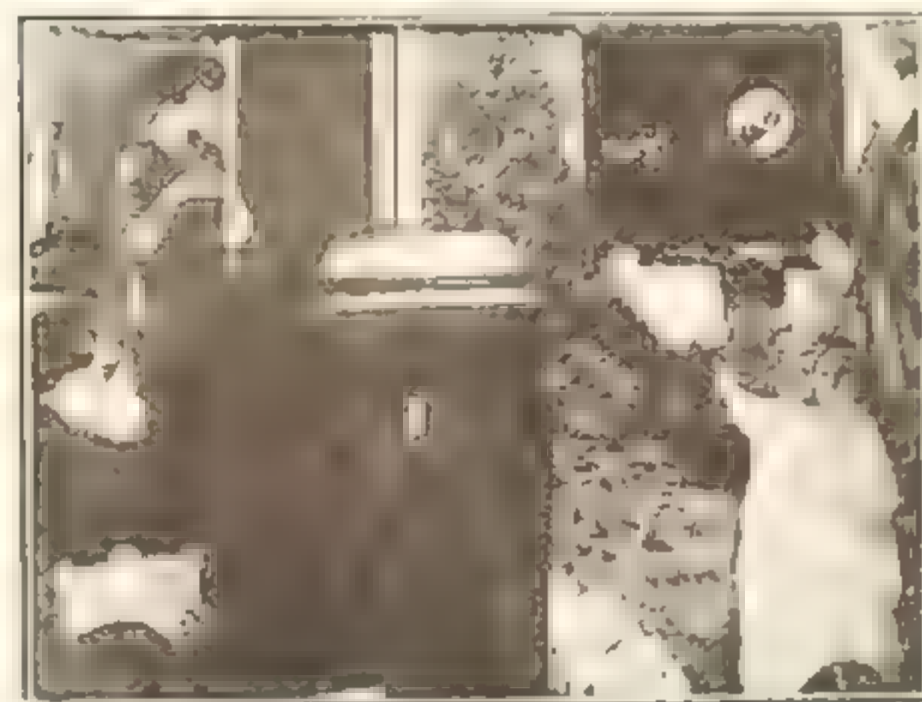
The formation of organization of the proposed Victor Dealers' Association will be consummated within a week or so when the committee headed by R. B. Coleman will meet for the purpose of drafting a constitution. No definite date has been set for this meeting. It is expected that at the latter part of the month the directors of this territory will be called upon to formally decide whether or not a permanent organization will be formed. The general sentiment is in favor of forming an organization because of its great possibility for good.

Schaff Bros.' Effective Window Display

The Schaff Bros. Co., of Huntington, Ind., has been featuring some very attractive windows during the past few weeks, which have created much favorable comment from those who have had the privilege of inspecting them. The left window was devoted to a special Christmas dis-

play in which Santa Claus and his reindeer were the most thrilling characters in the longest old story that interested the children of Huntington as well as the children of other cities.

The window on the right side of the Schaff store was occupied by the Binger Window Series, which is illustrated herewith, and which showed up exceptionally well despite the fact that the window is comparatively small. The entire display reflects the greatest possible credit



One of Schaff Bros. Co. Windows

on the executives of this store for effectiveness and artistic completeness.

Naturally, Schaff Bros. Co.'s retail store enjoyed a most excellent business, a large part of the credit for which is due to these window displays.

Visiting Trade in Wisconsin

S. Ammon, of the sales force of the local headquarters of the Emerson Phonograph Co., is on a business trip to Wisconsin. He expects to make more than three hundred calls during his present trip. During his previous trip, which he closed just before Christmas, he established fifteen new agencies.



**Edison Diamond
Amberolas—Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons

Formerly Joe. J. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

DOING GOOD EDUCATIONAL WORK

Miss Elsa Stein, of the Lyon & Healy Educational Department, Delivering Many Addresses Before Educators, Women's Clubs, Etc.

Cutler, Ill., January 4.—Among those who are working hard and systematically and getting results in a campaign for placing Victrolas in the schools is Miss Elsa Stein, of the educational department of Lyon & Healy, the prominent Victor wholesalers. Miss Stein has kept in close touch with educators, with women's clubs and other organizations whose influence is calculated to help the cause and has made frequent addresses before such bodies.

Miss Stein has prepared an elaborate talk on

"The Victrola in the School" suitable for practically every occasion, in the course of which she treats from various angles the musical requirements of the child and explains just how those requirements are met by special Victor records. The talk is made more interesting by the demonstration of the records themselves. She explains the possibility of utilizing folk songs and how through the Victrola even a small child is capable of understanding the works of the great composers. That Mrs. Stein's work is constructive is indicated by the excellent results that attending

The Addison Pellegrini Colson Homefurnish-
ing Co. has opened a new talking machine depart-
ment in its attractive store on Grand Rapids,
Mich.

PERFECT'S NEW ELECTRIC MOTOR

L. P. Valiquet, Well-known Inventor, Announces Improved Type of Electric Drive

Chen Yoo, President of the P. A. Vetter was known throughout the industry as an inventor and who has been connected with the P. A. since 1898. Chen is not much to do with the development of the Zuo Qi Pump. He has a summer camp with a woman who has since has recently perfected a new type of electric motor for lighting machines. The distinctive feature of the new motor is a double gear system operated by the usual dynamometer on the motor itself, which produces a constant speed (see page 11).

FOR THE EDISON

The Oro-Tone
QUALITY FIRST

FOR THE VICTOR

AND NOW FOR  THE COLUMBIA
JUST SAY "Send Samples on Approval"

No. 1-E Oro-Tone Edison Attachment

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. NOTE—Operates the same as the regular Edison reproducer with the raising and lowering lever. TONE QUALITY—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$8.50. Highest Grade Gold Plate, \$12.50



Illustrating the No. 1-2 Ooze-Low attached to the
 1st day

No. LS-V Oro-Tone Victor Attachment

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50



Therefore, the L^2 -norm of the solution is bounded by

☛ The Impossible Has Been Accomplished

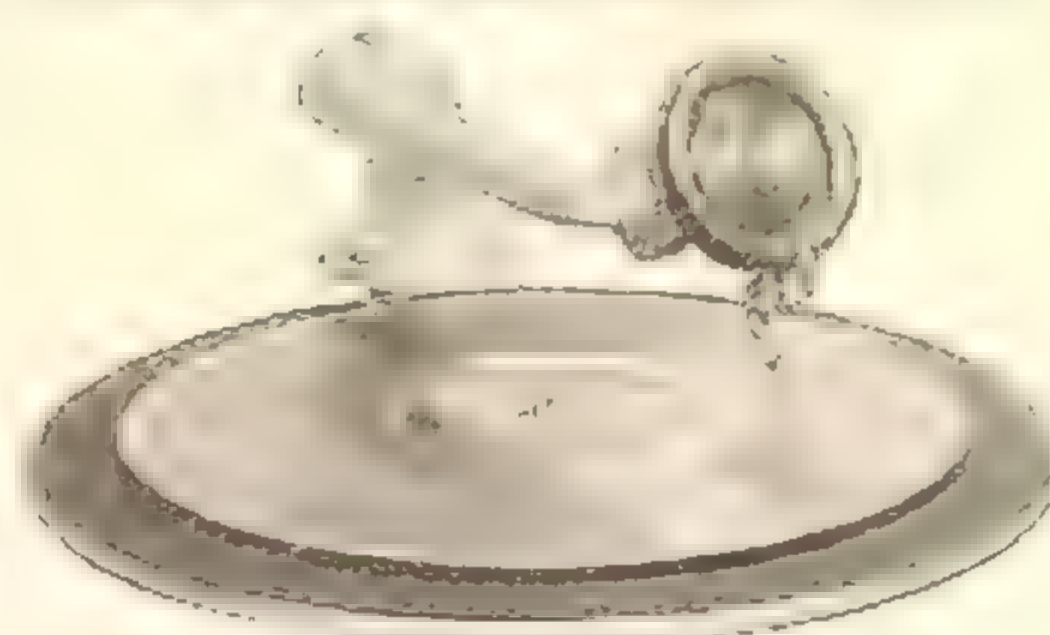
No. I-C Oro-Tone Columbia Attachment

For Playing All Records on the Columbia

Reproducers Filled With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50 High-Grade Gold Plate, \$9.50



Illustrating the No. 1-1 One-Piece attached to the
Columbus

SEND FOR—Copy of 'Oro-Ton'

describes the complete

The Q

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

It is a record of the speed of the current. The speed of the current has been the same as the speed of the current. The speed of the current has been the same as the speed of the current.

In the course of his career in the trade Mr. Grossman has been associated with the companies which have been the leaders in the industry, and he has been a part of the development of the industry. The greatest part of his career has been the development of the industry, and he has been a part of the development of the industry.

THE MANDEL RECORD NOW ON THE MARKET

Further Evidence of the Growing Strength of the Mandel Organization—Something of the Men Behind This Enterprising House

CHICAGO, Jan. 4.—The Mandel Mfg. Co. is a company of the future in the talking machine industry, and the fact that the company has been able to meet any situation that has arisen in the field. The reorganization was effected last summer, following the purchase of all stock of the company, and the product, now produced in



Joseph F. Grossman

the company is a company of the future in the talking machine industry, and the fact that the company has been able to meet any situation that has arisen in the field.

The Mandel organization is headed by Joseph F. Grossman, who has been a part of the development of the industry. The reorganization was effected last summer, following the purchase of all stock of the company, and the product, now produced in the company is a company of the future in the talking machine industry, and the fact that the company has been able to meet any situation that has arisen in the field.

WHERE CAN THE REPEATER-STOP BE SECURED?

DEALERS! Start the new year right and put in a stock of Repeater-Stops, the fastest seller on the market.

The following is a partial list of our distributors:

Atlanta, Ga.	W. H. S. Co.	Milwaukee, Wis.	A. G. Rundo
Baltimore, Md.	W. H. S. Co.	Minneapolis, Minn.	DeWitt O'Neill, Co.
Birmingham, Ala.	W. H. S. Co.	Mobile, Ala.	W. H. S. Co.
Brooklyn, N. Y.	W. H. S. Co.	New Orleans, La.	W. H. S. Co.
Buffalo, N. Y.	W. H. S. Co.	New York, N. Y.	W. H. S. Co.
Chicago, Ill.	W. H. S. Co.	Omaha, Neb.	W. H. S. Co.
Cleveland, Ohio	W. H. S. Co.	Philadelphia, Pa.	W. H. S. Co.
Denver, Colo.	W. H. S. Co.	Pittsburgh, Pa.	W. H. S. Co.
Detroit, Mich.	W. H. S. Co.	Red Lodge, Mont.	W. H. S. Co.
El Paso, Tex.	W. H. S. Co.	Rochester, N. Y.	W. H. S. Co.
Empire, N. Dak.	W. H. S. Co.	San Francisco, Cal.	W. H. S. Co.
Houston, Tex.	W. H. S. Co.	Salt Lake City, Utah	W. H. S. Co.
Indianapolis, Ind.	W. H. S. Co.	St. Paul, Minn.	W. H. S. Co.
Jacksonville, Fla.	W. H. S. Co.	Syracuse, N. Y.	W. H. S. Co.
Kansas City, Mo.	W. H. S. Co.	Tampa, Fla.	W. H. S. Co.
Los Angeles, Cal.	W. H. S. Co.	Toledo, Ohio	W. H. S. Co.
Memphis, Tenn.	W. H. S. Co.	Toronto, Canada	W. H. S. Co.
		Washington, D. C.	W. H. S. Co.
		Wichita, Kans.	W. H. S. Co.

REPEATER-STOP CO., 115 So. Dearborn St., Chicago, Ill.

photograph sales staff in the house. His experience in the industry goes back to 1915. He has been in personal contact with producers, manufacturers, and dealers, and he has been a part of the development of the industry.

John H. Hupp was also a part of the development of the industry, and he has been a part of the development of the industry.



M. B. Silverman

made its secretary. Mr. Hupp has had a varied experience in matters relating to credits and was a part of the development of the industry.

position where he will build up his credit and his business.

It has been the policy of this company to train and retain its organization and to discourage frequent changes, either in its factory or in

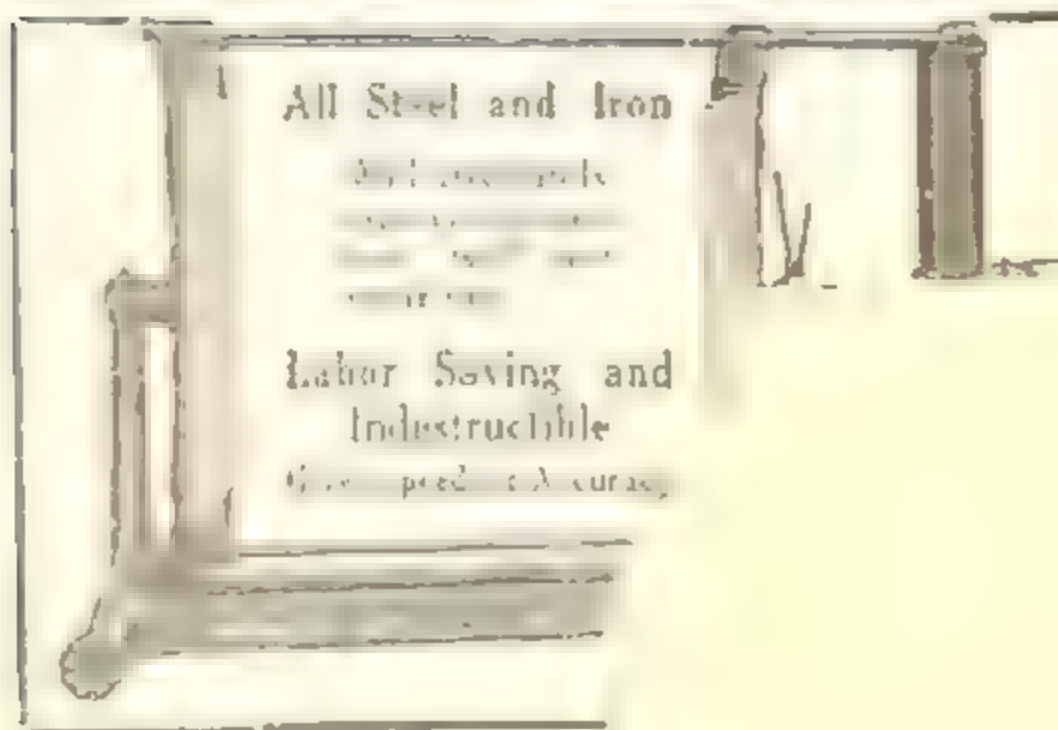


J. H. Hupp

its selling division. The factory personnel consists of men who have been allied with this organization since its inception. Raymond T. Bell, superintendent of works, is an engineer of vast training and experience, particularly in the photograph field. He served in several important capacities for one of the largest photograph manufacturing firms in the world and brought to the Mandel Mfg. Co. his years of experience.

After several months of preparation the Mandel record is now a reality. The first release, consisting of thirty-two selections, was distributed in January. Mandel records are issued, and it is the intention of the company to add at least twenty selections to its line monthly. When the first announcement was made to Mandel leaders the influx of orders indicated that this was just what dealers were waiting for.

It is every indication that, backed by good use, service and cooperation, the Mandel Co. will retain for itself a definite position in the industry.



All Steel and Iron

And Aluminum

And Steel and Iron

And Steel and Iron

And Steel and Iron

And Steel and Iron

And Steel and Iron

And Steel and Iron

And Steel and Iron

And Steel and Iron

And Steel and Iron

And Steel and Iron

WE ILLUSTRATE THE
"HANDY" REVOLVING CASE
CLAMP
WE ALSO MAKE IT STATIONARY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

A TIME FOR AGGRESSIVE SALESMANSHIP, SAYS HOPKINS**Sales Manager of the Columbia Graphophone Co. Makes Straight-from-the-shoulder Talk on the Curative for Business Ills—Cutting Down Sales and Advertising Means Slower Trade**

CHICAGO, Ill., January 7.—Some straight-from-the-shoulder remarks that are timely and pertinent were uttered by George W. Hopkins, sales manager of the Columbia Graphophone Co., at a recent gathering of a number of prominent business executives covering many lines of industry in this city. He emphasized the fact that now is the time for real salesmanship which can demonstrate facts for the first time in many years, and declared that with the greatest crops ever harvested in the history of the nation, with business on a sound, fundamental basis, there is nothing wrong excepting the mental attitude of those who refuse to act at a time which calls for real intelligent and direct action.

After pointing out the value of an interchange

of ideas, Mr. Hopkins said: "The trouble with a lot of us sales managers is that we like to sit in our office at a big mahogany desk, and when a salesman has something to tell us that he has gleaned from his own experience, we shut him up with 'I know better,' instead of letting him talk and get his story off his chest."

George W. Hopkins

"You can't pour enthusiasm into a salesman when he is full of bile, or something else that needs to get out of his system, so don't forget that you are not only his business 'daddy,' but his business 'daddy' as well, and that it is perfectly right that he should come to you with his story."

"How much do you really know about picking salesmen? I believe that 75 per cent of the failures of salesmen, or, more directly to the men who hired them, I blame myself three-fourths of the time when I am whom I have selected falls down on our proposition, for the reason that I have either hired the wrong man or I have failed to sell him our sales plan so that he can put it over."

One Alibi Gone by the Board

For years practically every institution has been face to face with a condition which furnished a constant and unanswerable alibi for the sales force whenever we attempted to check up the work. It was a bunch of orders in front of us which we were unable to fill. In consequence, a lot of firms made the mistake of allowing their sales organizations to run down. In some cases they laid off almost all of their men, retaining only a few.

"My sales training was originally in the biscuit game. From biscuits I went into chewing gum, and from chewing gum to music. When I got into the music game I had before me practically all of the copy that my firm as well as its competitors had used for seventeen years back. An analysis of this copy showed that 85 per cent of these advertisements were featuring classical music. Still, it was a well-known fact

that popular music outsold classical music ten to one according to every record man I asked about the subject.

"I immediately made the major point of the biscuit advertising popular music, and in a short time we jumped to the front. Our record sales this year is more than 100 per cent. We are literally selling tons of music. I mean exactly what I say. We go to a dealer's store and tell him that we want him to sell a ton of records, all of one popular song, and that we expect him to sell them within a week, without a nickel's worth of advertising help from us."

Not Done by Cutting Prices

"But it can't be done by price cutting. We don't believe in price cutting. Columbia phonographs will continue to be sold at the same prices as heretofore. Price cutting is a lazy man's method

of doing business, and it is not the way to make money."

"We have kept our prices low, and we have trained and paid for our salesmen. The training we had given to our salesmen at the time that we were in the biscuit and chewing gum business has been the same as we have given to our salesmen in the record business. They are the same men."

"A few dealers at first thought that we should tell them how to do their business, but they have found out that we are not doing that. They have found out that we are the same as our competitors, and that we sales managers, had to be the same as they had enjoyed during the past few years due to their own personal management and brains."

(Continued on page 144.)

B. B. BLOOD

WISHES to announce to the trade that both Mr. O. J. Kloer and Mr. B. B. Blood have withdrawn from the Jewel Phonoparts Co. and will immediately begin the manufacture of all new Blood products---among which is a non-infringing tone arm that will be ready about February 15th.

They also wish to take this opportunity of thanking the trade in general for its patronage, and they will strive to merit a continuation of the good-will which they have enjoyed.

Blood & Kloer

460 West Erie St.

CHICAGO, ILL.

foresight in keeping up its sales organization can be compared to the man who took out his life insurance while he was well. The firm which has failed to do so will find that it is a hard job to get life insurance when you are sick.

They have allowed your sales organization to become weakened go back to your office and begin to-day. Make a careful analysis of the conditions out in the field. You will find that there is absolutely nothing wrong. Don't try to judge by what your competitors are doing. Go out in the field and analyze the possibilities that your line has remembering that agricultural prosperity was never greater than to-day and that this is the real basis for big business."

CANTON TRADE SHOWS UP WELL.

Despite Bad Situation in Automotive Field, Talking Machine Sales Are Strong

CANTON, O., January 8.—The holiday season was a fairly active one with the retail music dealers of Canton. A survey of the trade by a representative of The World revealed that in some instances business was even better than last year. E. H. Woomer, manager of the Canton Phonograph Co., in discussing Christmas business, said: "While our proxy Christmas sales were below last year's those between Christmas and New Year's boosted the total until the 1919 sales were passed by a good margin. It appears many who received money for Christmas invested it in talking machines or records."

The George C. Wille Co., Market avenue N., reports the biggest record sales in the history of the store the day previous to Christmas, when sales aggregating better than \$1,000 were reported. This store also distributed a large store of talking machines.

S. B. Van Lissen, manager of the A. J. Brown Piano Co.'s store here, declared business at the store was much heavier than last year in the face of the industrial depression which has prevailed here since early fall.

The Alford & Frey Piano Co., Kohn & Heifelman and the D. W. French Co. all report phonograph sales satisfactory during the holidays. Records sold well at a price as did the player piano rolls. These concerns view the outlook most optimistically.

Merchants are optimistic for the future and despite the slump in the automotive industry, which affects most every plant in the Canton district, a steady business is expected until the middle of this month.

C. W. SHUMWAY'S NEW POST

C. W. Shumway, formerly regional California manager for the Victor Talking & Trading Co., has resigned from that concern and has opened an exclusive record shop at 725 Macdonough avenue, Richmond, Cal., in one of the best sections of the city.

A. D. GEISSLER ON THE OUTLOOK

President of New York Talking Machine Co. Expresses Confidence on What 1921 Holds for the Talking Machine Trade of This Country

Arthur D. Geissler, president of the New York Talking Machine Co., Victor wholesaler of New York, and also of the Chicago Talking Machine Co., Victor wholesaler of Chicago, in a statement made public the early part of the month expresses great confidence in what 1921 holds for the Victor trade. He said in part:

"It is a great comfort to many in the talking machine business this has been a 'blue' Christmas. Because the Victoride of 1920 did not meet with all the same prosperity and optimism of 1919. The contrast has been made to seem more bitter to the great majority of talking machine manufacturers.

The one outstanding exception, not only in the talking machine industry but practically in the entire musical world, has been the Victor Talking Machine Co.

"The dealers and jobbers who in the past have put their whole reliance on the judgment of the Victor Talking Machine Co. and its directors in the conduct of their business are to-day realizing that complete satisfaction of mind which must come from knowing that 1921 holds for them at least an era of sale and sane merchandising.

"Today in the talking machine field there are many men and concerns that are doing one of two things mentally, either writhing with remorse over an excess of expansion or ignoring the value of great outstanding facts and conditions.

"Our business in the last four or five years has come too easily. Next year will give us all an opportunity to test the strength of our organization. Personally, I welcome the prospect of being able to go out and fight for business not only in our own field, but unexplored and undeveloped territories."

FORWARD STRIDES OF LAUZON

The Lauzon Phonograph Co., of Grand Rapids, Mich., is quite optimistic about general business, and particularly about the increasing popularity of the Lauzon phonograph. The company closed a very satisfactory year in 1920 and broadened out its business not only at home but abroad. The capacity of the plant has been increased, and a number of new period styles of exceeding attractiveness added to the line. President George M. Cook, in a recent talk, stated that a number of plans were under way for a further development of this business during the year, particularly in the way of new styles that will win the attention of the public.

The Lauzon Sales Co., of Boston, has announced the appointment of R. Lopp, who recently arrived from Chicago, to succeed P. M. Leasky, who has resigned.

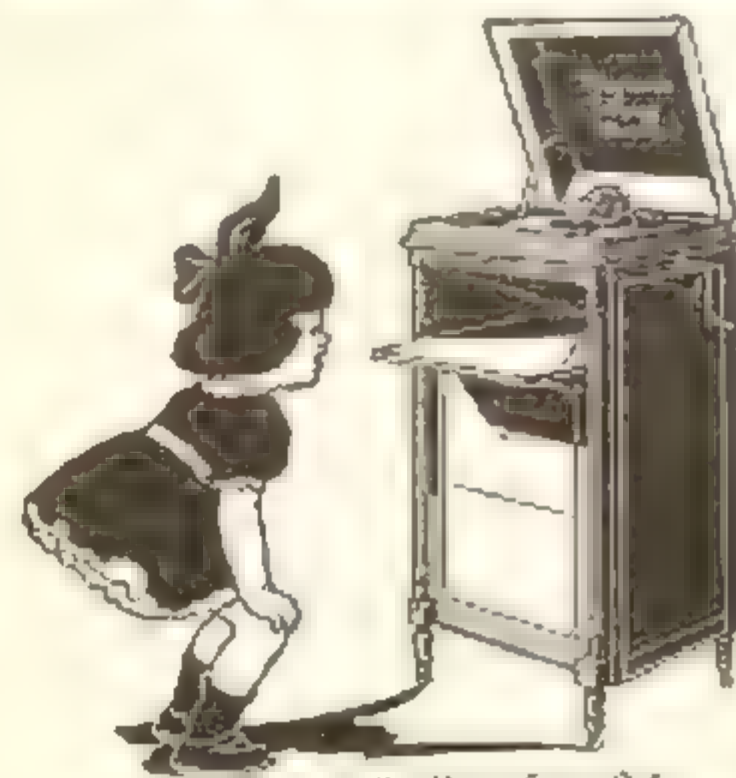
"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other in the construction of the

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA, and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office 781 MILWAUKEE AVENUE CHICAGO Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

CONSOLIDATION IN CANTON, O.

E. H. Woomer Phonograph Co. Merged With the Geo. C. Wille Music Co., That City

CANTON, O., January 10.—One of the most important deals in local music trade circles was the announcement this week of the merging of the E. H. Woomer Phonograph Co. with the George C. Wille Music Co. Although owned by George C. Wille, the store of the Woomer Phonograph Co., Cleveland avenue SW., will continue to operate by its former policy and E. H. Woomer will continue as manager. The Woomer store handles the Brunswick phonograph and the same make of records, while the Wille store has been established here for about seven years and is one of the best known retail music houses in the city.

MAKING "TALKERS" IN BUTTE

M. H. Merriam and R. T. Newland who conduct a music shop at 342 South Main street, Butte, Mont., are now manufacturing a talking machine in that city which they hope to introduce to the trade at large in due course. This instrument was recently displayed by the Butte Chamber of Commerce at its offices and attracted a great deal of attention.

Phono Truck

Not only an Artistic Delivery Truck Body, but a Sensational Advertisement as well. A Great Combination that will save you many dollars in Advertising and Pay for itself.

We can imitate any talking machine on the market and fit it to your Auto Body.

It Weathers the Weather and brings you trade.

Write for particulars.

ARTISTIC CABINET & WOODWORKING CO.

1415 Custer St. (Near Clyburn and Southport Sts.) Phone Diversey 1823 CHICAGO, ILL.





Columbia Dealers' comments on Columbia Self-Service Fixture No. 8:

"It has more than paid for itself in 60 days."
 "Especially essential to us on busy days."
 "We had to fill the fixture up three different times, which means that between 350 and 400 records were sold."

**Columbia Graphophone Co.
NEW YORK**

FINE NEW SHOP IN LOS ANGELES

Reed & Daly Open Elaborate Quarters on Hollywood Boulevard Devoted Exclusively to the Display and Sale of Brunswick Products

LOS ANGELES, Cal., January 3.—Reed & Daly recently opened a most elaborate exclusive Brunswick phonograph shop at 611 Hollywood Boulevard, this city, after the premises had been in the hands of expert cabinet makers, carpenters and decorators for several weeks.

The main showrooms and salesrooms are on the main store floor which has been arranged to represent the interior of a typical California bungalow, with the front set off by casement windows fitted with small panes of glass. A hallway runs through the center of the bungalow, and the whole is topped by a tile roof. The sales and demonstration rooms on each side of the hall are attractively decorated and furnished and designed to permit the customer to enjoy privacy when purchasing. The carpets and curtains are all in white.

This house deals exclusively in the Brunswick products and is showing these new record products in many attractive styles and designs. There are period models, Columbia models, De Luxe and other kinds shown in various finishes. The firm also carries and releases of the Brunswick records and its record department has been so designed that there will be no warping of records kept in stock.

The proprietors of the new company are C. J. Reed, Ronald A. Reed and H. E. Daly, and the staff includes Harry James Heardsley, well known in Hollywood musical circles.

INCORPORATED

The Phonograph Company of Brooklyn is now a corporation at Albany, N. Y., with a capital stock of \$200,000. G. P. Glover, N. Carter and H. L. Williams, 69 Eastern Parkway, Brooklyn.

It is better to wear a cold coat than to borrow a new one.

MONTGOMERY BACK IN PITTSBURGH

Returns to Talking Machine Field in That City as Wholesale Representative for the Philadelphia Show Case Co.

Pittsburgh, Pa., January 8.—Wayne D. Montgomery, well known in this section of the country through his connection with the local branch of the Columbia Graphophone Co. as wholesale representative, has again returned to Pittsburgh as wholesale representative for the Philadelphia Show Case Co., which has become a dealer for the Vocal-Vocalion-Vocaton records and Vocalion records in Pennsylvania.

Mr. Montgomery was largely instrumental in bringing about the formation of the Pittsburgh Talking Machine Dealers' Association, and left the trade to go to the service. He served abroad with the flying corps and upon his return entered the industrial truck business.

WITH THE EMERSON ARTISTS

Several Leading Lights Appearing in Musical Productions and in Vaudeville

Walter Scanlan, the Irish tenor, is having a successful tour in his new play, "Hearts of Erin." Newspapers in cities where he has appeared have made very favorable comments and have compared him with the world's most celebrated Irish tenors.

Eddie Cantor continues to be a big success with the Schubert production, "Midnight Rounders." He has just finished four weeks in Philadelphia, two weeks in Baltimore with this production, and is now with it in Boston for an indefinite period.

Lyne and Jack Kaufman are being headlined in the Keith circuit and have been honored by being brought back to New York territory eight times within the last three months.

Arthur Fields is being headlined in the Loew circuit a unique feature of his tour consisting of a film showing him making records in the recording studios of the Emerson Co. This film is exhibited in every house prior to and during his appearance.

DOING BIG OKEH RECORD TRADE

Toronto, Ont., January 10.—The Summit-Cherry market, of this city, now harbors, under the management of R. H. Richards, a double booth devoted to talking machines and records. The Master-tone line of machines is handled and the Okeh line of records. The Okeh record business has already grown to be a large and active enterprise. Demand for Mamie Smith numbers has been particularly large and Mr. Richards has expressed himself on numerous occasions as being very enthusiastic about the line and well pleased with his merchandising policy of bringing music to the attention of housewives when they are doing their marketing.

When Wisdom is not at home, Silence must stand guard.

At Your Service

*for
1921*

*and
Hereafter*

**The William Phillips
Phono Parts Corp.**

Manufacturers of

**TONE ARMS
and
SOUND BOXES**

of proved merits

Write us for prices and other particulars

145 West 45th Street

New York

COUNTRY'S BUSINESS NOW FACES SHOW-DOWN PERIOD

A Clear Analyzation of Business Conditions During the War Period and a Forecast of 1921
and What Is Promised for the Business Man, Offered by J. Newcomb Blackman

Generally speaking, it is true that history creates itself. The criterion may be different from the one that should be, as is certainly is to the two dimensions of a set of its social organization: a disintegration of the fact and a lack of integration by the intelligible.

This country was not prepared for war and to keep the peace, the American statement recognized what was to be done, the hardship on the wall. We lived, as usual, on the fact that we were an enlightened nation, apparently, capable of making any sacrifices and willing to assume the cost of peace.

Permanently positive business is attracted with dog regard for the life of commerce, while modern war is conducted with the same disregard of economy.

The immediate need was for more food and material. Food was distributed to the starving by

Demand for several years has exceeded supply, that the petroleum products left for use of labor and material at the construction of the war were extremely limited. Consequently, both for USSR and now.

We are now experiencing the effects of the
 mud. Now, was there a better time, however
 to analyze and evaluate our experience.

Discussing the talking pasts of the 1960s, and particularly the Vietnam war, does a return to the last few years reveal a *Time* Vietnam as the first to offer its services to the U.S. military. Vietnam required an immediate and increasing outlayment of regular troops.

Had the war continued to hold the German front world have realized the importance of allowing the patriotism of men and women to be solidly capitalized by means. Many missed the opportunity to enter the aviation field.

In my judgment, the greater part of the call see everybody resigning from the world of the business world and the nation will be largely according to our's very good to do and what we take in meeting the challenge of the end of 1921?

There will be no real estate agents, no architects and the like to guide the buyer out of the labyrinth of the property market, and a recklessness of expenditure will result from discriminating buyers.

As merchants we must be satisfied with the business and make less money for a short time if by that process we are helping to bring the market normal.

RECEIVED

accept a lower wage, in some cases, only to suffer in the shutting down of factories, the unemployment of thousands and an added determination on the part of the buying public to extend their current purchases.

The business man or the employee who meets the need is able a little ahead of the other fellow to find his business or his job. The temporary success will be extremely small compared to the permanent benefit.

I am not advocating reduced prices or excessive discounts except where absolutely neces-



J. Newcomb Blackman

100. Naturalists, the merchandiser which has had
very little advance can have little or no reason
for it at the moment. Neither should the em-
ployee who has been natural, and in many cases
the sacrifice of a larger salary, be expected to
suffer a reduction, but should be rewarded now
by having his position and the salary insured.

There is no general rule that can be applied except that the deflation should be in proportion to the inflation in every case.

During the show-down period in the talk-
ing, the business indicates a "survival of the
fittest" among manufacturers, wholesalers and
retailers.

We will return to quality and workers will be good clerks.

The talking machine business for 1921 will be both promising and profitable to many, but not to all and those who are preparing to meet 1921 conditions ought to be extremely optimistic, and I am firmly convinced they will be amply rewarded.

NEW "MUSIC SHOP" IN NEW ORLEANS

L. Grunewald Co. Formerly Opens First Branch Store on South Kameau Street

New Orleans, the gateway to the "Big Shop," the South Sea, is not to be overlooked. Comprehensive information is being gathered recently and is to be published in the near future. "everything in the world and more" is the motto of the South Sea Corporation.

The branch is owned by Leonard F. Smith, who was convicted in the 1960s of a pattern of drug deals for the Baltimore area. A number of Botal offerings were made to the store and employees of the store, says M. J. Smith, the one on the left in the photo. The store is in the city. It's interesting to note that the store is situated in a corner of the city. A complete list of names and addresses of national institutions is available on the Internet, shortly after the meeting, to the public.

EXPANSION WITH U-SAY-YOUR CO.

Distributors Well Pleased With the Dressing—
Local Post Office Fosters Business Growth

WARREN, Mass., January 7.—The U. S. Yearling Co., makers of U. S. Yearling, are now preparing for the American market the only American-made distributing organization in the industry; several well-known members.

N. J., is making a "first-class" condition of sale of U. S. Year with new subscription rights. This company reports that the dealer it has sold this dressing to have made the dressing entirely satisfactory and have returned in a substantial amount.

As a result of the popularity of I Say Your dressing, the first office at Woburn, Mass., has been raised from third class to second class as the I Say Your Magazine is doing business not only all over the United States of America but with a number of foreign countries as well.

BEHYMER SELECTS THE BRUNSWICK

It is announced that E. J. Berman, impresario, known throughout the South and West for his successful handling of the Alcazar Coast concert tours of the world's greatest artists, has chosen a style 120 Brunswick photographs for his studio.

The Greater New York Lumber Machine Co., Manhattan, has been incorporated with capital stock of \$100,000 by Charles M. M. Albert and L. Lewis.

Piknik Prospects in Your Community

Sell Every School a Piknik and Open Up the Largest Field of Prospects

The Piknik is perfectly adapted to every requirement of the school room, where for the greater part of the year it is daily before the pupil, the real buying factor in the home.

The name suggestion, "PIKNIK," not only stamps itself indelibly on the pupil's mind but conjures up pictures the lure of which creates the purchase desire. Supplement this with the beautiful tone and other appealing features of the Piknik and you have a combination that draws business.

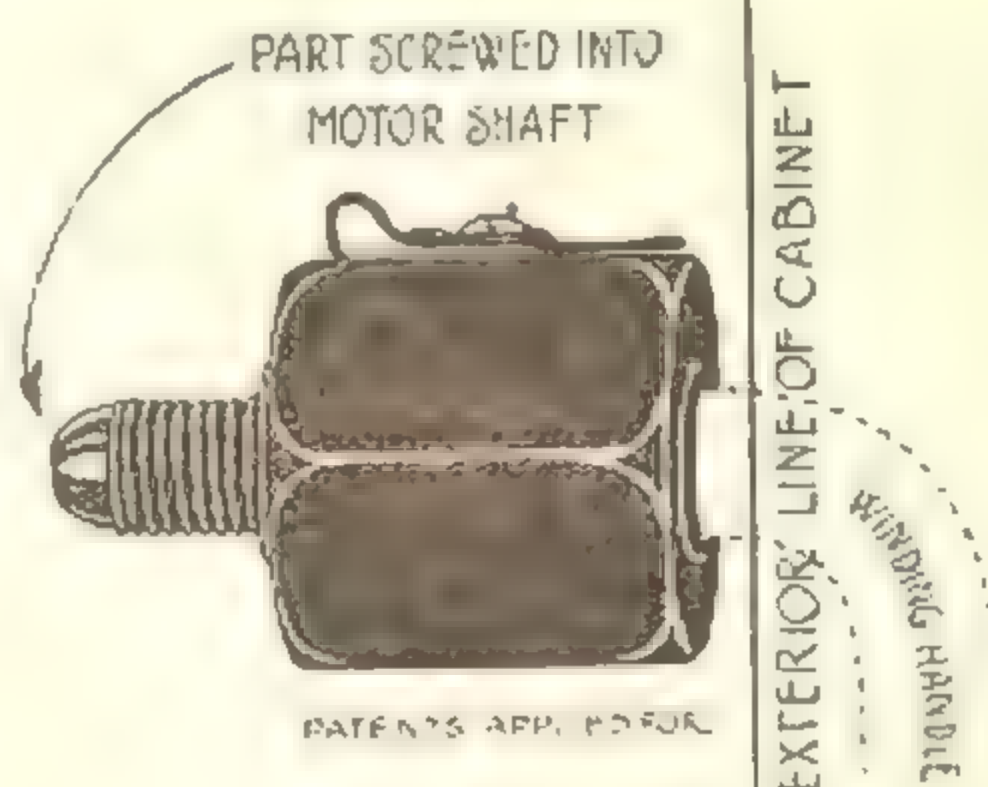
Every Y. M. C. A. summer school or camp, fraternal organization, dancing school, business school, etc., will give the Piknik its stamp of approval.

It is the highest class portable phonograph. It is built to win friends and repeat business.

Write for Particulars

PIKNIK PORTABLE PHONOGRAPH, Inc.

Lakewood, New Jersey



RETAIL PRICE \$3.75
LIBERAL DISCOUNTS TO THE TRADE

Motor and Spring Safety Device

(PATENTS APPLIED FOR)

IMPOSSIBLE TO OVERWIND THE MOTOR

When sufficiently wound, the handle automatically ceases to wind. Thus, any child can wind the talking machine with safety.

A Simple Fool-Proof Device —Fills a Long-Felt Want—

Can be attached by anyone in a few minutes.

NOW READY FOR VICTOR MACHINES

Territory Open to Jobbers and Dealers

PHONOGRAPH SPECIALTIES MFG. CO.
67-69 Fleet St. Jersey City, N. J.

FOR AMERICAN MUSIC FESTIVAL

C. N. Andrews a Member of Advisory Board of National American Music Festival to Be Held in Buffalo During First Week of October

Buffalo, N. Y., January 3.—Charles N. Andrews, of the house of W. D. and C. N. Andrews, American Salesmen, is one of a group of prominent men of Buffalo who have been appointed members of the advisory board of the National American Music Festival, which is to be held here during the week of October 3-5, 1921.



C. N. Andrews

For many years past this music festival has been held in Lockport, N. Y., and has become one of the recognized important musical events in the East. The festival, however, has outgrown Lockport, and through the efforts of prominent musicians and music lovers of Buffalo a plan was formulated to underwrite the festival and bring it to this city. The advisory board and others have pledged \$25,000 amount to insure the presentation of the festival here.

The festival is designed to feature the American born artist and composer, as well as the American language, and during the festival contests among musicians and composers will be held, with suitable awards to stimulate interest.

CONTRIBUTED A UNIQUE FLOAT

New York, Jan. 3.—Clare Brock & Co., Sonora dealers of New York, recently contributed a unique float to the local musical



Artistic Float with Magnavox

float. The float, which is the first of its kind, was designed by the company and is a unique and attractive piece.

George Day, of Buffalo, who is a manufacturer of floats, has been extremely successful in the industry, having been awarded many prizes and medals for his floats at various exhibitions.

TRADE NEWS FROM NEW ORLEANS

Business Uneven, but Retail Sales Are Fair—Columbia Activity—Diamond Disc Reports Progress—To Attend Jobbers' Meeting—News of Month Worthy of Record

New Orleans, La., January 5.—No two persons in the talking machine business in New Orleans have the same thing to say about business conditions, since the correspondent does not know their minds just how business really is. One man says, "Business got worse in 1920, and now it's worse." Another says, "We're doing the biggest business yet." "I don't know," reports another, and so it goes.

The writer's own private idea publicly expressed is that the wholesale business isn't so much, but that the retail sales are good. The problem is the large crowds on the streets attracted to the retail section by price slashing sales on clothes and clothing being held by various stores in that business.

The Columbia branch, managed by A. B. Litch, assisted by H. P. Wise, reports that the house canvass was very successful. The Times-Picayune, the morning paper, gave a party to a number of its friends on the evening of December 29 and Mr. Wise furnished the music for dancing and other activities with a Gramophone.

The Diamond Disc Shop, the retail department of the Diamond Music Co., which handles the Edison in this territory as jobbers, reports the best business in its history. Wholesale sales last started out January 2 and 3 determined to be optimistic and are to induce others with the same feeling. L. L. Donnelly, manager of the Diamond Music Co., declares that there is business to be had and hard work and advertising will get it.

"People must eat and be clothed and the South certainly has the cotton for clothing, so there is and will be money to be spent. Our 1920 business showed a good lead over 1919. We expect a third more business in 1921."

Mr. Donnelly is going to the jobbers' meeting in Montreal February 10. He says things may be a little slow for the first three months, but he expects his company to more than make up for the slowness in the following nine months.

GEO. MEYER OPENS REPAIR SHOP

George Meyer, for a number of years connected with J. J. Cavanaugh, well-known exclusive Victor dealer of Brooklyn, N. Y., has gone into the talking machine repair business on his own account with headquarters at 137 Lawrence street, Brooklyn.

L. F. Geissler, formerly general manager of the Victor Talking Machine Co., plans to depart soon for Florida, where he and Mrs. Geissler will spend the greater part of the Winter season.

SONORA CHANGES IN ATLANTA

ATLANTA, GA., January 5.—R. V. Emmert, who formerly covered Georgia for the Southern Sonora Co., Sonora distributor located in this city, has recently resigned and left for the Pacific Coast. Will A. Rawson, secretary of the company, will hereafter handle the southern end of the state, and Ernest Milburn, a talking machine man of some five years' experience, will cover the northern part of Georgia. Chas. J. Key will take care of the city of Atlanta. Will B. Smith will continue to cover Florida and Savannah. L. C. Willard will handle Alabama as usual.

ON A VISIT TO CHICAGO

A. H. Geissler, president of New York Talking Machine Co., New York, and Chicago Talking Machine Co., Chicago, left the early part of the month for Chicago. He was accompanied by Mrs. Geissler. He plans to make his home in the Windy City for the next few months, carrying his business activities in the affairs of the Chicago Talking Machine Co. and engaging in a series of conferences with his associates there, D. A. Creed, W. C. Griffith and G. P. Ellis.

A charter of incorporation has been granted to the International Maco Corp. at Albany, N. Y., for the purpose of operating maco-bearing properties. The authorized capital of the company is \$500,000 and the incorporators are G. A. Smith, L. J. Saxton and F. A. Hansen, of 45 West 34th street, New York City.

BRUNO

Selling a man a Victor is like rolling off a log. It's easy. Selling him a carload of records, that's easy too, but it means a bit more of your time, and it's worth it.

BRUNO

A Message **From the Fred. Gretsch Mfg. Co.** **For 1921**

**Telling why it is essential for the music dealer
to make a good connection for the coming year.**

Under the exceptional conditions of the past years, the Gretsch standard of quality and true production of instruments has been maintained.

The Gretsch organization has been fortunate in meeting the heavy demands of its many dealers. With the prospects of improvement of conditions during the coming year, Gretsch Service will be more efficient than ever before.

The Gretsch instrument is tried and true. As you know that we manufacture a large variety of musical merchandise, we can offer you the best prices.

If you are not handling our merchandise ask us for full particulars.

Do not fail to send for our price list.

A FEW OF OUR SPECIALTIES:

La Tosca Violin Strings
20th Century Violin Cases
20th Century Drums
20th Century Bells
20th Century Music Stands
Eagle Brand Pitch Pipes
Rex Banjos
Cello Banjos
Rex Strings

Koholas & Co. Ukulele
The Banjo Ukulele
Rex Flat Back Mandolins
Rex Banjo Mandolins
Rex Guitars
Rex Violins
Gretsch Cornets
Gretsch Saxophones
Gretsch Bugles

and

THE VIOLAPHONE TALKING MACHINE
With the Violin Tone

THE FRED. GRETSCH MFG. CO.

MUSICAL INSTRUMENT MAKERS
Since 1883

54-82 BROADWAY

BROOKLYN, N. Y.

ARTo RECORDS



The ARTo girl with dainty dancing feet
sophisticated looking, youthful and neat,
gracefully sits and swings and swings
while in her ARTo Roll and Record time.

Into the Home—

ARTo Music Rolls bring JOY

ARTo Phonograph Records bring
AMUSEMENT

ARTo Profit-Sharing Certificates
bring PROSPERITY

\$1.00 ARTo 10 inch Phonograph Records \$1.00
THE LATEST SONG AND DANCE HITS
for FEBRUARY, 1921

9036	My Darling	George F.	My Darling
9037	Oh, Girl, Say Good-Bye	You Ought to See My Girl	Good-Bye
9038	How, When It Happens	My Darling	My Darling
9039	I Never Knew I Could Love Anybody Like You Love	My Darling	My Darling
9040	Why, Honey, You	My Darling	My Darling
9041	You Ought to See My Baby	My Darling	My Darling
9042	Just When Your Fingers	My Darling	My Darling
9043	Beautiful Eyes	My Darling	My Darling
9044	Let Me Love You	My Darling	My Darling
9045	Black and Blue	My Darling	My Darling

Ask for the Complete Catalog of ARTo Records

THE ARTo CO.

ARTo Word Rolls \$1.00
VOCO Word Rolls 85c.

9046	And When I'm Alone	My Darling	My Darling
9047	My Darling	My Darling	My Darling
9048	My Darling	My Darling	My Darling
9049	My Darling	My Darling	My Darling
9050	My Darling	My Darling	My Darling
9051	My Darling	My Darling	My Darling
9052	My Darling	My Darling	My Darling
9053	My Darling	My Darling	My Darling
9054	My Darling	My Darling	My Darling
9055	My Darling	My Darling	My Darling

STANDARD MUSIC ROLL CO.

200 Forest Orange, N. J.

New York Office: 1604 Broadway

VICTOR CO. SECURES INJUNCTIONS

Preliminary Injunction Granted by Federal Court in Chicago Against Columbia Phonograph Cabinet Co. and Harmonola Talking Machine Co. for Alleged Patent Infringement

Chicago, Ill., January 12.—Judge Fitzsimons, of the United States District Court here, has granted a preliminary injunction against the Columbia Phonograph Cabinet Co. and against the Harmonola Talking Machine Co. for alleged patent infringement.

The Victor Co. brought action on the charge of infringement by the defendants of patents No. 814,800, claims one and forty-two, No. 1,148,416, claims seven, ten and eleven, and Foreign patent No. 947,227, claims twenty-one and twenty-two.

The court granted a preliminary injunction against the defendants upon the plaintiff's going bond of \$5,000 to secure the defendants against the proceeds of the Chicago Act. The injunction was granted leave at any time for the defendants to produce evidence to move to dissolve the injunction. The attorney for the Victor Co. were Brown, Hootcher, Smith and Co. William H. Keayon. The defendants are represented by W. Nelson Hunsley, Jones & Smith.

The court also granted a preliminary injunction against the Victor Co. against the Harmonola Talking Machine Co. Sydney Hunsley & Co. on the same patent claims on the same conditions, so that plaintiff's bond of \$5,000 and that defendants' leave to move to advance the trial of the case.

SPECIAL DELIVERY RULING

Receipts Will No Longer Be Required by Mail Carriers

Special delivery mail will be delivered in the future without receipts and will be sent in the regular mail routes when persons have consented in a registered letter to a special delivery. This ruling, according to the Postoffice Department, which explains that this service is to be given to correspondents with increased rapidity.

The ruling was issued by the postmaster general, and that the registry system is to be used in the future. Mail carriers are to be instructed to deliver mail should be sent by registered mail, and should be used in the future.

COOPERSTOWN VOCALION CONCERT

Cooperstown, N. Y., January 5.—On the 14th and 15th of January Birds & Butterflies gave a vocalion concert at their store in Cooperstown. In spite of the inclement weather the concert was well attended and a great deal of interest was expressed over the splendid representation of various artists' renditions. An orchestra was played on the American Vocalion, through various types and makes of instruments used to demonstrate the versatility of Vocalion as well as splendidly demonstrated the quality of the Gramola. A feature of the concert was a luncheon served with the contributions of the Vocalion Co. the food and drink were obtained from the American Hotel in Cooperstown. During intermission a little discourse was given by one of the traveling representatives of the Vocalion Co. on the mechanical process of making records.

COLUMBIA LINE IN ROCHESTER

The Columbia Shop of Rochester has secured the agency for the full line of Columbia records and records formerly sold by the Arthur W. Foster. Mr. Davis, manager of this establishment, promises to maintain a full line of records covering all the latest releases. Mr. Davis is manager of this new establishment.

THE NEXT WALTZ
HIT
WILL BE

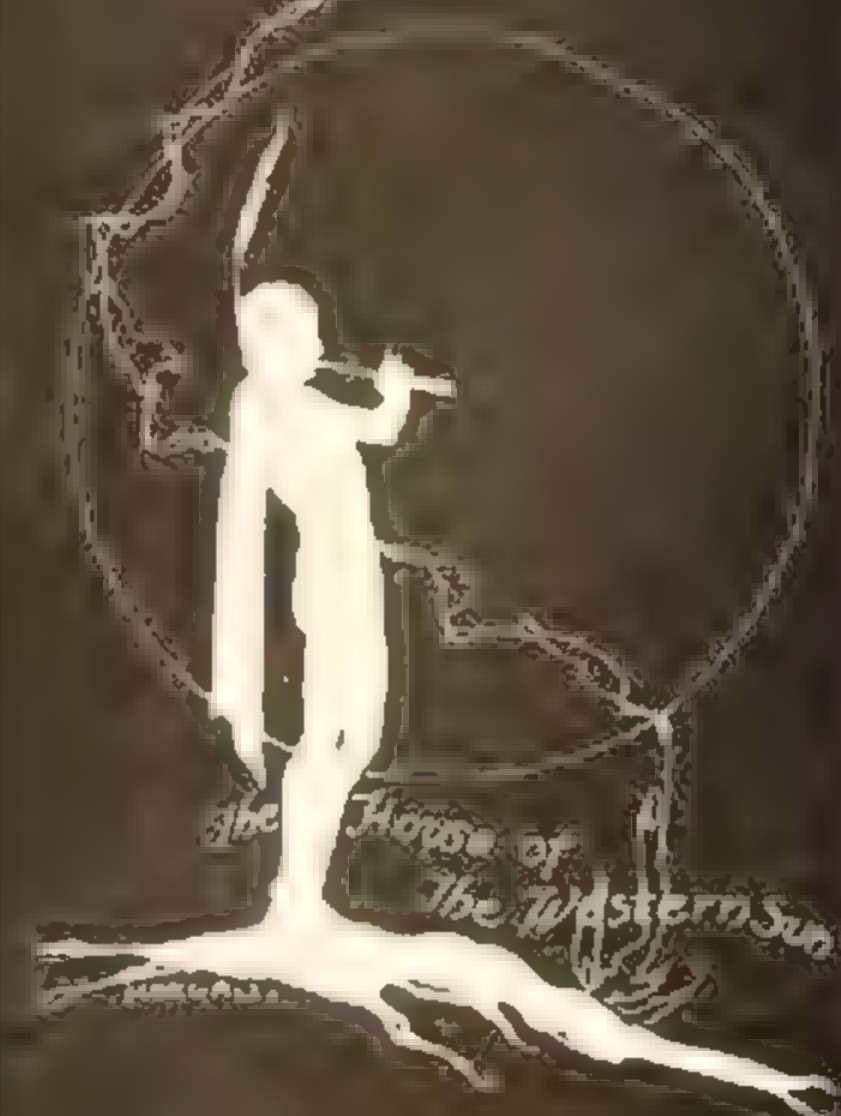
KISS A MISS

THE NEXT BIG SONG
HIT
WILL BE

OHIO
O MY O

PUBLISHED BY THE
HOUSE THAT PUT OVER

"MISSOURI"
"HINDUSTAN"
"SWEET AND LOW"
"NAUGHTY WALTZ"



FORSTER
MUSIC PUBLISHER INC
233 SOUTH PALM AVE
ST. PAUL

To
ALL DEALERS
of
RECORDS and
WORD ROLLS

Biggest selling Record
and Roll successes.
The most played num-
bers in the country.
Every dealer should
get in quick.

“CARESSES”

The sensational society fox-trot of America

“PALESTEENA”

The tremendous big musical comedy fox-trot song hit

“I’M A LONESOME LITTLE RAINDROP”

Fox-trot—the sensational hit of the Greenwich Village Follies

“SWEET LITTLE STRANGER”

The sensational fox-trot hit of “Jim Jam Jems”

“OH MY GOODNESS”

The tremendous fox-trot hit

“BY THE PYRAMIDS”

Ever-popular fox-trot song

ALL FROM THE GREAT MUSIC HOUSE *of*
SHAPIRO BERNSTEIN & CO.
INC.
BROADWAY AT 47th St. . NEW YORK



It's sweeping the Country!

HONOLULU EYES

The most beautiful Waltz Melody in years

Published by LEO FEIST INC.
FEIST BROS.
NEW YORK

You can't go wrong with any Feist Song

SUCCESSFUL PURVEYORS OF JAZZ

(Continued from page 14)

the "100" known as *Matters* to which royalty and aristocracy reported the best of their food and social news. Their success was so marked that the club was named the Dixie Club in their honor. For a year and a half after this the organization played at the famous London night club, the "Club de l'Est", in that city, and this year found them once more back in New York. A tour of the Keith houses in New York and elsewhere, including the Lovelock and other theaters, has been arranged for their appearance at the "Felix-Bergere," New York's famous resort for which the ordinary attractions of the city of New York carry no message. Prior to their departure abroad early in 1919 the original Dixie Jazz Band had made a number of talking machine records including the popular "Turkey Strut," "Blues," the "Blues," "Tiger Rag," and others. Their new Victor recordings are now in a big demand.

The Dixie and Jazz Bands are composed of the following: D. J. LaRocca, trumpet; Eddie Ellis, warbels; trombone; Farnsworth, cornet; Anthony Acatharo, drums; and J. Ross, pianist.

OPENS STORE IN FORDHAM

The Excel O. Price Talking Machine Co. has recently opened a new talking machine shop at 12 East Fordham road, New York. This new shop will carry a line of the Victor photographs and Gramophone records, also the latest in piano. A repair department is to be installed which will take care of all kinds of repairs under the supervision of an expert technician. H. W. Mangum, the proprietor, will have charge.

HANDLING POPULAR MUSIC EASILY

Introduction of "Self-service" Rack Simplifies the Problem for Those Dealers Who Hesitate at the Cost of a Sheet Music Department

From time to time it has been suggested in various quarters that some plan be devised for coping with talking machine records printed with the lyrics of the song featured on the record. As a matter of fact, one or two manufacturers and dealers tried out the plan only to discover that by so doing they violated the Copyright Law in that song lyrics are protected under that law. It has been demonstrated, however, that there is a more or less substantial demand for printed words of the sheet music of songs offered in record form.

Quite a number of talking machine dealers have installed stocks of sheet music to meet this apparent demand from record buyers, but there are other dealers who hesitated to take this step because they felt that it meant the tying up of capital in sheet music that would prove popular for only a limited period. Some retailers have compromised by stocking only standard and operatic sheet music which is saleable to a greater or less degree year in and year out.

During the past year there has been devised a method whereby dealers can carry popular works in limited quantities and on a basis that requires little or no salesmanship. Under this plan a rack is provided to hold about fifty different selections with all the title pages plainly in view. The rack is about six feet long, twelve inches wide and sets close against the wall, thereby occupying little floor space. With the titles showing the customer in most cases makes his own selection, which puts the system on a self-service basis.

While it is true that most popular tunes prove active sellers for only a comparatively short period the dealer need not stock up on them heavily, for there are a number of music jobbers who can place in his hands additional copies of the more saleable numbers overnight as they are needed.

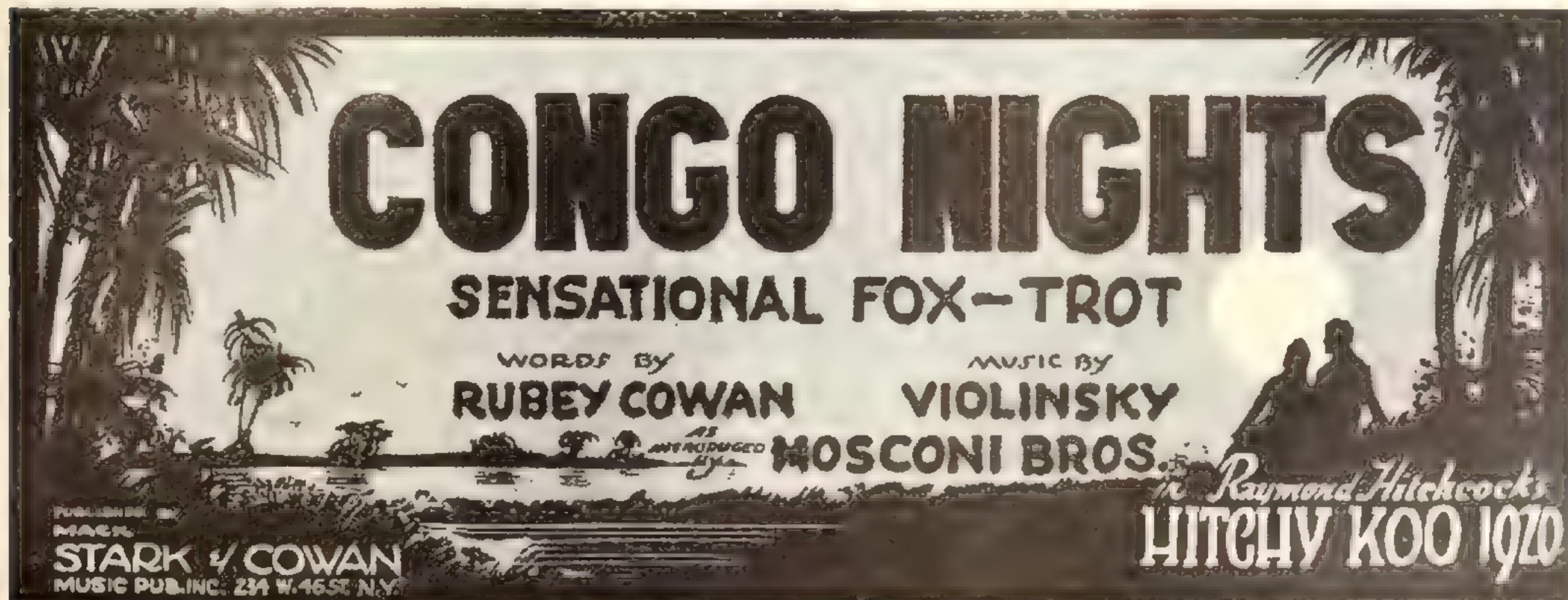
Since the elimination of the ten-cent store as a factor in the distribution of popular music, the dealer carrying popular prints need not fear greatly the competition of the old days and in addition the retail prices allow a sufficient margin of profit to justify any dealer in placing such goods in stock. If any talking machine dealer feels the need of additional revenue this field and its plan is worthy of investigation.

MUSICIAN AND SALESMAN

Sales Director of the Fred Gretsch Mfg. Co. Is an Accomplished Musician

A Private in charge of sales promotion work for the Fred Gretsch Mfg. Co., musical instrument manufacturer, Brooklyn, is a musician of rare ability as well as an able sales director. Mr. Prevoti is a capable performer on no less than ten different instruments and is in great demand for band and orchestra work in Brooklyn, New York and the metropolitan district. He is busy every night with engagements. His wide knowledge of instruments and the art of playing them stands him in good stead in his work with the Gretsch organization. He cannot be accused of not practicing what he preaches, for all his professional work is done with Rex and Everette Century instruments, the well-known brands of the Fred Gretsch Mfg. Co.

Landau's new store at Wilkes-Barre, Pa., is making a beautiful display of Victors.



CONGO NIGHTS

SENSATIONAL FOX-TROT

WORDS BY RUBEY COWAN

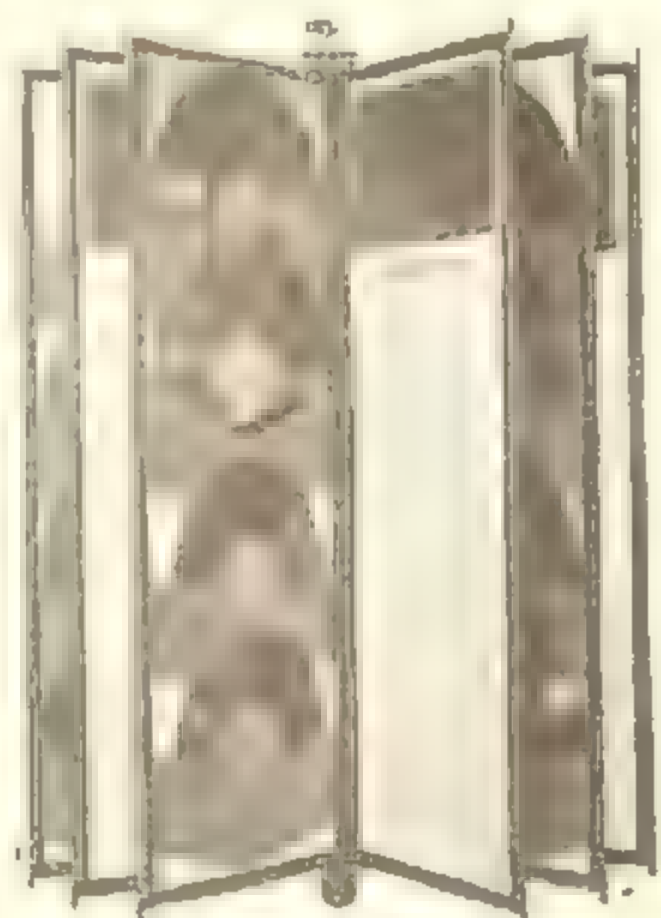
MUSIC BY VIOLINSKY

AS INTRODUCED BY MOSCONI BROS.

Raymond Hitchcock's
HITCHY KOO 1920

PUBLISHED BY
MACK
STARK & COWAN
MUSIC PUB. INC. 234 W. 45th ST. N.Y.

Universal Self-Service Record Displayors



No. 510

THE SILENT SALESMAN

"Every dealer has records in stock that he would like to move. Place a dozen or more of the number on a table or rack in the front of your store where customers can look them over and select one or more to be played.

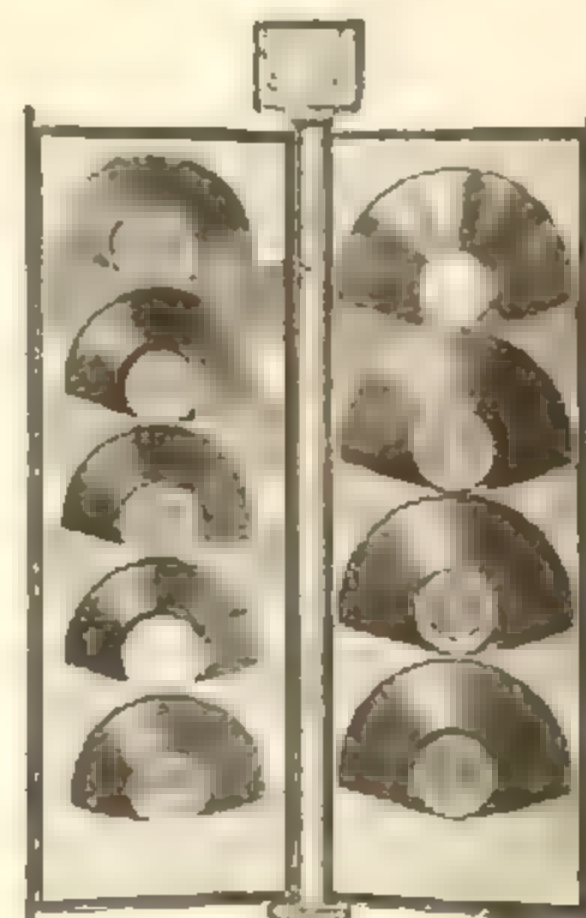
A slow-moving record may have more music value than those records around which popular demand is centered.

Remember that the Victor Company passed on the desirability of the record before it was pressed for sale.

Give your customers a chance to sell records to themselves.

This plan is not experimental. Stores that have tried it record good results."

(The above is a review of an advertisement in New York and Chicago Talking Machine Magazine, appearing in an issue of The Talking Machine World.)

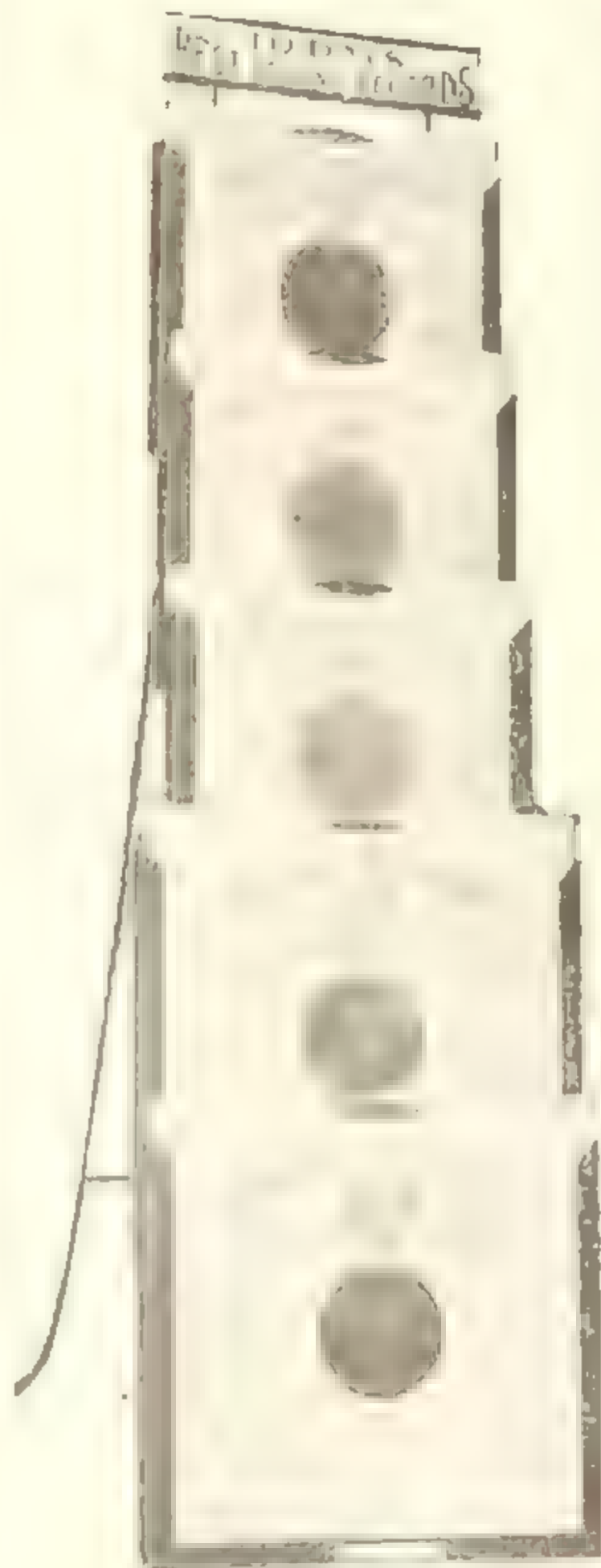


No. 555

Now is the time to increase your sales and cut out your overhead.

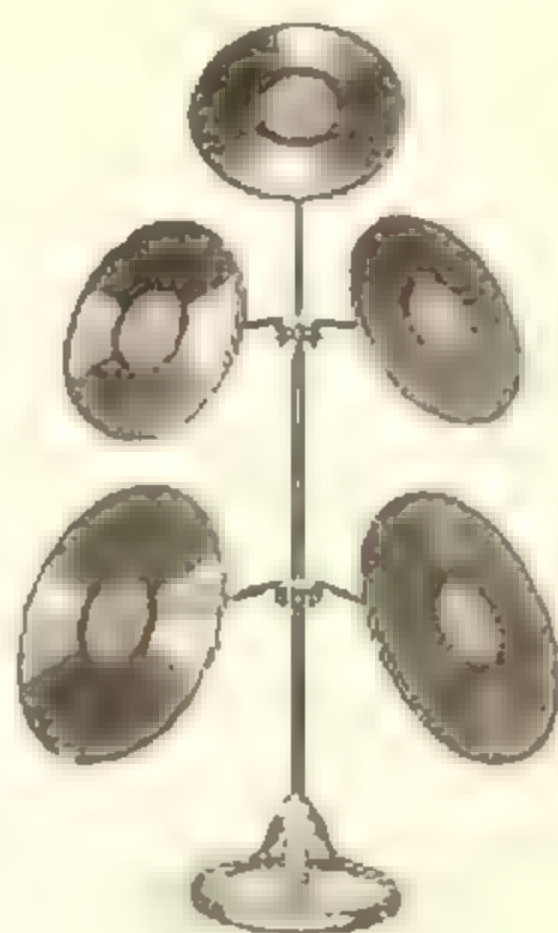
Make every bit of your store, booth or window space produce more business.

Universal Displayors are effective salesmen---they earn their cost in a week, but keep on earning profits for years.

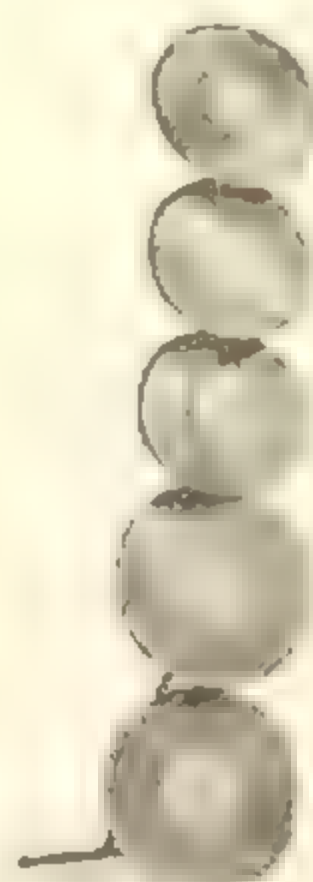


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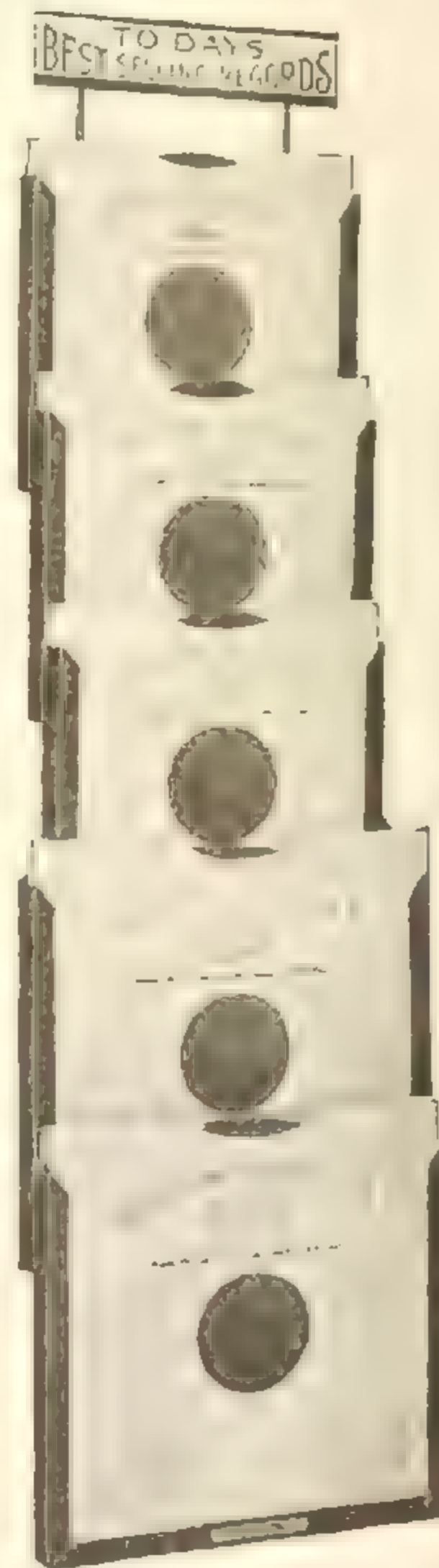
Our line now contains more than fifty different models. Displayors made of all steel and guaranteed for ten years, finished in two coats of ebony enamel, double baked, that will harmonize with the most beautiful decorative scheme.



No. 511



No. 551



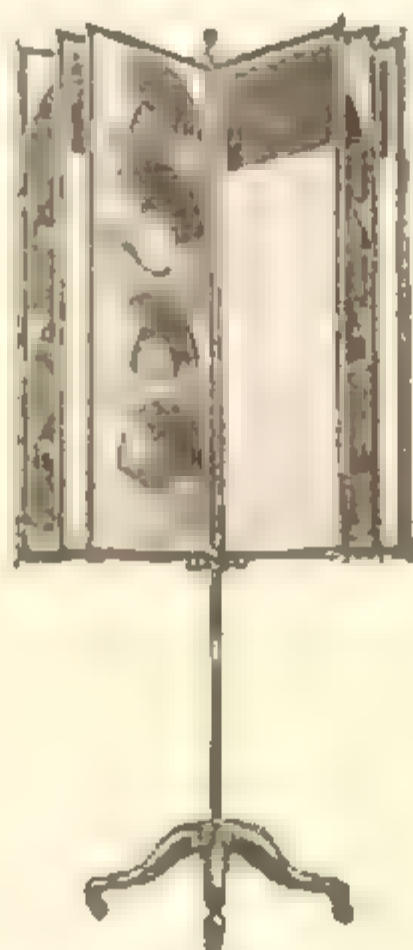
No. 516

Universal Fixture Corporation 133 WEST 23rd STREET
NEW YORK, N. Y.

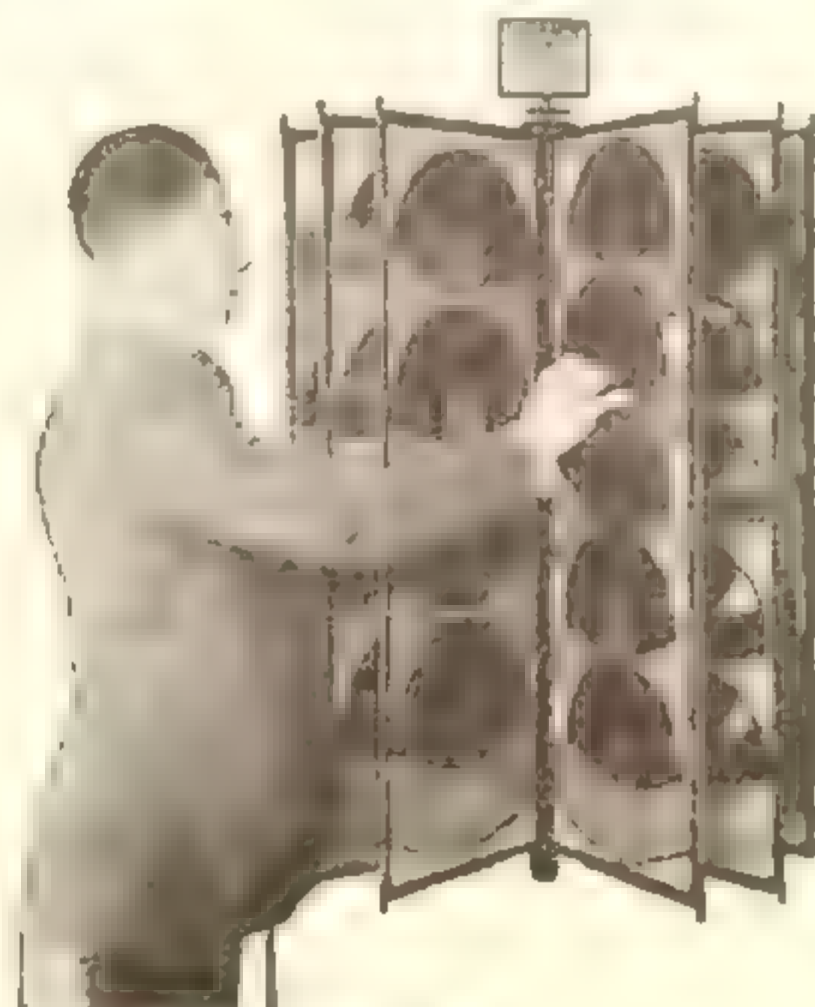
Universal Displayors Increase Business and Reduce Selling Cost



No. 56



No. 54

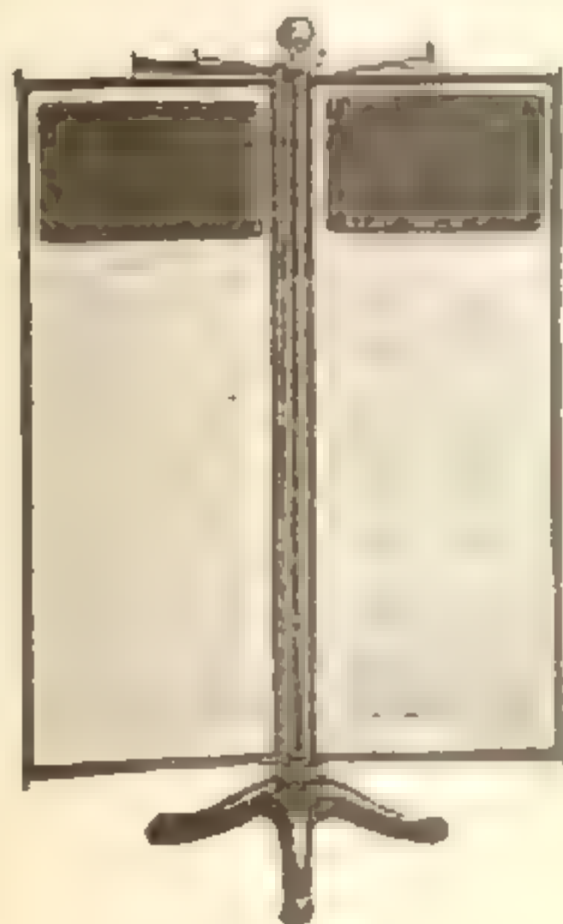


No. 52

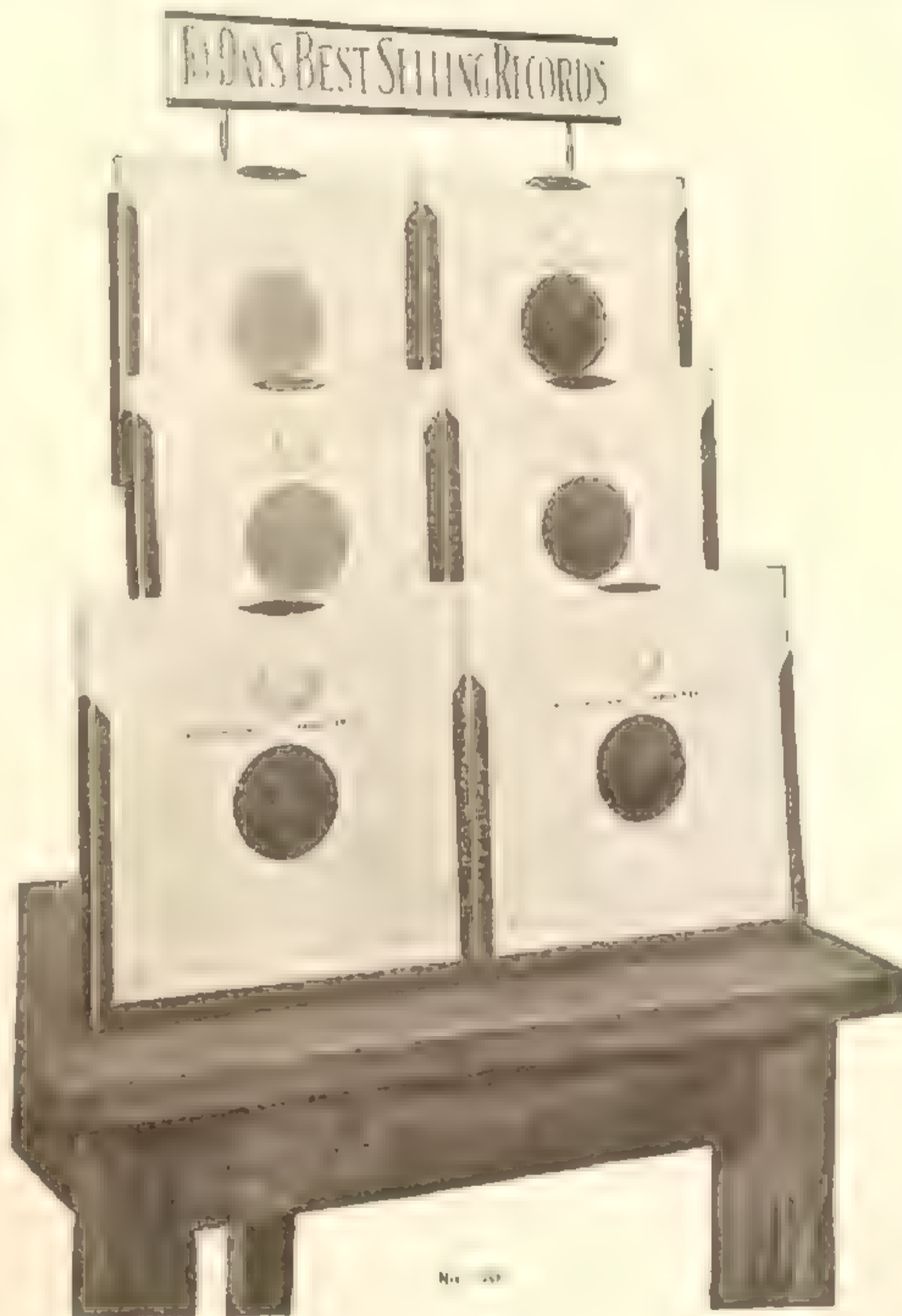
Practically All Distributors Throughout the United States Handle Our Line

Ask your jobber to send you a catalogue. He knows if you install Universal Displayors your record business will increase.

The day of "allotment" has passed. The problem now is to sell records and dispose of slow-moving numbers.



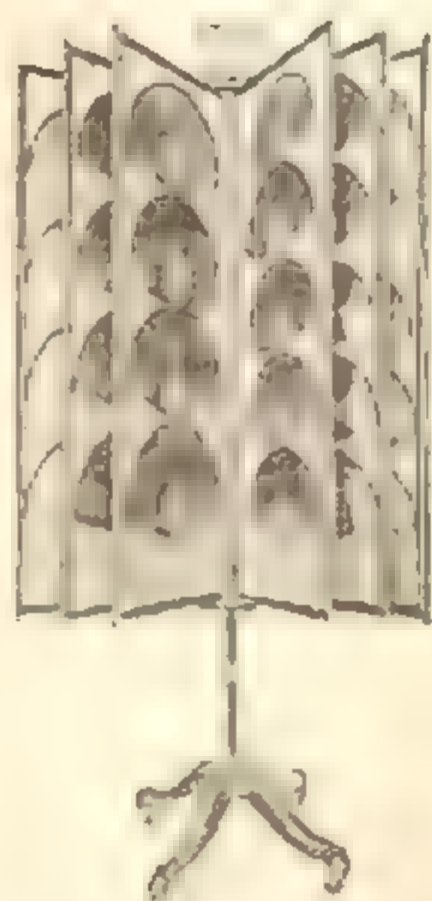
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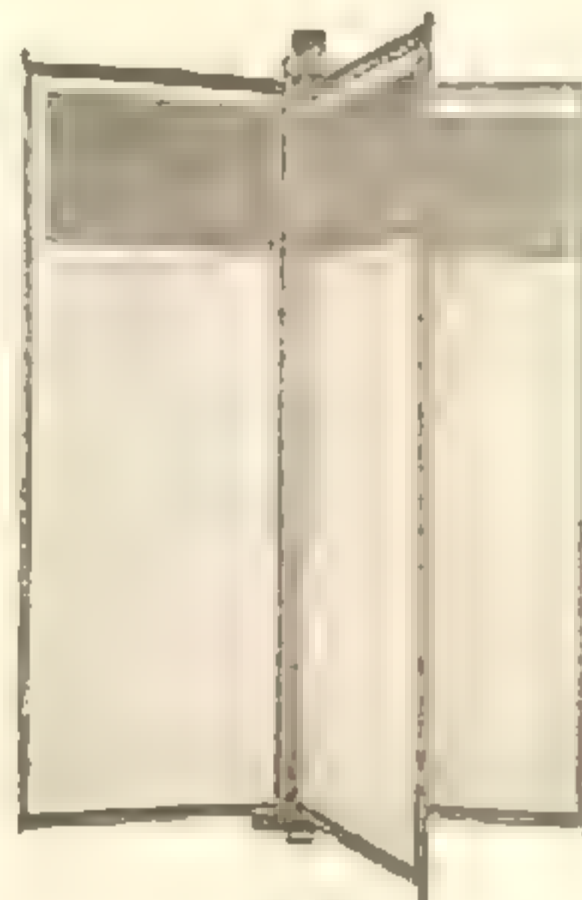
No. 51



No. 50



No. 55



No. 57

Universal Fixture Corporation 133 WEST 23rd STREET
NEW YORK, N. Y.

TALKER EXHIBITS AT GRAND RAPIDS FURNITURE MARKET

Feature of the January Market Was the Firmness in Prices of Talking Machines, Which Were Much in Evidence—Some Concerns Which Were Represented at This Great Display

GRAND RAPIDS, Mich., January 7. The first few days of the furniture market indicate that the register of out-of-town merchants will be great. However, in spite of this the general opinion is that buying will be light. Most of the merchants are here for the purpose of finding out whether or not prices are being reduced in furniture lines their expectations are being met, with cuts as high as 35 per cent being quietly evident, but there have been practically no reductions in talking machines, for which reason the buying of these instruments is naturally slow.

This very fact—the stability of talking machine prices—is, however, one of the most gratifying features of the present market from a talking machine man's standpoint. It is having the effect of increasing the confidence of dealers for the reason that it goes to show talking machine prices have not been high and will remain stable in the midst of general furniture reductions.

The talking machine exhibits are not as numerous this year as in years past, and certain of the furniture concerns that have been manufacturing cabinets or complete machines are gradually withdrawing from the field. Nevertheless, the older, better-known names continue as prominent as ever. One of the new developments is that of a combination talking machine and davenport, called the "Davenportola," manufactured by the Andy Morris Co., of Grand Rapids. As a davenport this piece of furniture admirably conceals the reproducing apparatus and as a talking machine its tone is excellent. The turntable, motor, tone arm and amplifier are located under one arm of the davenport, while a compartment for records is under the other. The Davenportola is exhibited on the first floor of the Klinefman Building.

On the sixth floor of the same building is

located the Starr Piano Co.'s exhibit. This is in charge of District Manager W. H. Hottel and A. L. Jettett, traveling representative.

Kesner & Jellaw are exhibiting on the fourth floor of the Klinefman Building. Their complete line of Sonora instruments is shown, together with a new model of combination Sonora table and talking machine. This last has proved exceedingly popular with furniture buyers and dealers. The coming year Kesner & Jellaw plan to feature it considerably. They are also planning to bring out a number of other new models, but await more opportune conditions. Both M. L. Kesner and S. Jellaw are on hand to greet visiting dealers.

The DePinto, all-in-one Machine Co. exhibited on the fourth floor of the Klinefman Building, with Harry P. Cronin in charge. The three amplifying chambers and the special telephone attachment were features that attracted the attention of visiting merchants.

The United Talking Machine Co. exhibited at its factory headquarters at 123 Monroe avenue, with W. A. McMahon receiving visitors. Ernest Forrest Cheney was also on hand to meet his friends in the trade. His complete Cheney line of upright, cabinet and special art models was on display with the numerous patented features of this line. His hosts made favorable comment from dealers.

The Walden Co. talking machines were exhibited in the factory at Fifth and Down streets with J. G. Griswold and M. A. Gest greeting visiting merchants. The complete Walden complete line of both uprights and consoles was shown. The usual Walden features, famous for their gestatory excellence, attracted the customary record gathering. Automobiles bearing the name Walden were at the Hotel Pauline to transport dealers to and from the plant.

The Michigan Phonograph Co. exhibited at its store on Campau square and caused somewhat of a furor among buyers of talking machines by its showing of two new console models to retail for \$150 and \$140. In addition to the regular line of machines there were also exhibited a universal master model enclosed motor and a Saal special open motor, as well as a complete line of tone arms, reproducers and attachments made by the Sterling Devices Co. of Chicago. Geo. M. Uno, assisted by H. W. Knoelrich, was in charge.

Charles W. Kalder exhibited at his salesroom on Bonatan and Division streets a complete line of L'Artiste machines, phonograph motors and accessories. Mr. Kalder has obtained the jobbing rights in his territory for the L'Artiste line of instruments, which was also exhibited.

The Grand Rapids Brass Co. exhibited in its offices on Scribner street. A complete display of phonograph hardware was shown visiting dealers.

COURT ASSESSES HEAVY FINE

Chas. E. Garvin and Garvin-Brown Co. Fined \$22,150.20 on Charge of Violating Injunction, Brought by Victor Talking Machine Co.

CLEVELAND, Jan. 8.—Judge Fitzhenry, in the United States District Court here, has handed down a decision in an action brought by the Victor Talking Machine Co., Camden, N. J., against Garvin W. Woodward, Charles E. Garvin, doing business under the trade name and style of Garvin Furniture Co., et al., for violation of an injunction issued in March, 1918, fining Garvin and the Garvin Brown Co. the sum of \$22,150.20, of which sum \$20,150.20 is to be paid to the plaintiff, and all unpaid taxable costs of suit assessed at the date of the entry of the order and which may hereafter accrue. August Hurt, one of the defendants, was fined \$500, and the case against Josephine Garvin, another defendant, was dismissed. The court's decision followed a report of the Master in Chancery.

**OKeh
Records**

**Be a Satisfied Dealer
Sell**

**OKeh
Records**

OKeh Records

The records are famous and so are we!

Tie up with us, the livest record distributor. Let us help double your sales profits.

We can take you over the top to success.

Our driving power to prosperity is enforced by hearty co-operation, quick shipments and a stock large enough to fill all orders.

Don't forget **OKeh Records** and **Kennedy-Green**! The two names are the cornerstone of your success.

All communications are welcome. Write today!

KENNEDY-GREEN

1865 Prospect Ave., Cleveland, Ohio

Columbia Dealers' comments on Columbia Self-Service Fixture No. 8:

"Has earned its cost several times over."

"As essential to every Columbia dealer as his demonstration hearing room."

"People just naturally cannot help operating it."

"Sold records that we had in stock."

Columbia Graphophone Co.
NEW YORK



P. J. BURNS' NEW POST

Edison Sales Manager Joins Metropolitan Forces as Sales Promotion Manager

P. J. Burns, until recently sales manager of the Amberola Department of the Edison Laboratories, has resigned that position to become sales promotion manager for The Phonograph Corporation of Manhattan, Inc., in New York City and the metropolitan district.

Mr. Burns has been associated with the Edison Laboratories in various capacities for more than



P. J. Burns

a decade and brings to his new position a wealth of experience gained through close application to his numerous responsibilities during that time. Back in 1907, several years before the advent of the New Edison record, he joined the Edison organization to become an office boy and junior clerk. Promotion followed rapidly, and in August, 1919, after having devoted several years to various phases of sales promotion work at the Orange laboratories, he went on the road to act as territorial supervisor in the Dominion of Canada. The Amberola Department, in which he was in charge during the past ten months, has shown remarkable results under his careful guidance.

Asked for a statement, Mr. Burns remarked, "There is no doubt about the possibilities of the New Edison in the metropolitan district. The immense population of this district is in touch with the best art and music and it is merely a matter of time and education before the recreation of music is fully recognized. I am glad that my new duties will provide the opportunity to co-operate with the local dealers in serving the music-loving public of New York City and its environs."

B. R. Stacy and C. E. Pool, of Marshfield, Ore., have arranged to open a new piano and talking machine store in the Lauridsen Block, Port Angeles, Wash.

PRESCOTT TELLS OF THE TRADE SITUATION IN GERMANY

Prominent Talking Machine Expert Returns From Visit to Germany and Holland—Great Activity in "Talker" Trade in Germany—Interesting Review of the Situation

P. M. Prescott, whose interesting contribution in last month's World on the existing trade situation in Germany attracted such general attention, returned recently to his home in Riverdale, N. J., after a short but very strenuous but very important personages and centers in Germany and Holland.

In a chat with The World, Mr. Prescott remarked that the leading industries in Germany, and particularly the talking machine trade, are enjoying a very large measure of prosperity, and the contrast between the conditions there and the slowing up of trade in America was remarkably evident on his return from abroad.

"Despite the tremendous taxation the Germans seem determined," said Mr. Prescott, "not only to do business, but to get their share of the world's trade, and they are working to that end in a very vigorous way. The money situation owing to the general use of paper currency, seems to enable the manufacturers to expand to employ ample labor, pay good wages, and better still, pay good dividends."

"Of course there is a lot of misery among the very, very poor, but in the main conditions in Germany as far as prices and living are concerned are considerably better than in New York—in fact a comparison would hardly be fair, because everything is tremendously lowered, judging from present money exchange standards."

"The talking machine industry of Germany is largely concentrated in Berlin and since the war there has been a steady 'getting together' of manufacturers with the result that there are fewer companies but a greatly increased output of talking machines and particularly of records. A great many of the record companies in Berlin have their eyes upon the American market and it is not improbable that German records will figure in our domestic trade at an early date."

"The compulsory eight-hour day now existent in every line of industry, as against the ten hour day, is not popular with manufacturers, neither is the law giving a council of workmen in the factory virtually the management of the plant—in other words, the employees are a factor as important as the employer or capitalist in pro-

duction. Of course this is part of the Socialist regime which employers would like to have eliminated, but which will remain unless there is a change of government."

Mr. Prescott is one of the old-time talking machine men of this country, who has also played a part internationally because he was one of the founders of the Odeon record in Germany—in fact, there are few men so widely known in the record field as this globe trotter, who, although somewhat retired from really active work, still keeps in close touch with affairs in the industry.

ENLARGE SONORA TERRITORY

Southern Sonora Co., Atlanta, to Cover North and South Carolina as Well as Present Territory of Alabama, Georgia and Florida

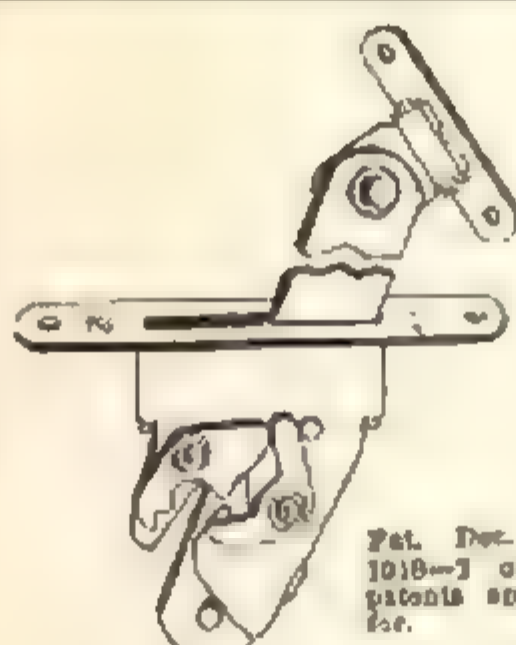
ATLANTA, GA., January 8.—The Southern Sonora Co., which has been distributing the Sonora line through Alabama, Georgia and Florida with great success, has now arranged to act as Sonora distributor in the State of North and South Carolina also, according to announcement made by E. N. Upshaw, president of the company.

James M. Brown will represent the company in South Carolina, and W. W. Stanley will cover North Carolina. Mr. Stanley has had much experience traveling for a talking machine line.

The Southern Sonora Co. also distributes Emerson records through the States of Alabama, Georgia and Florida, but this distributing contract does not take in North and South Carolina.

According to Mr. Upshaw, conditions throughout the South give promise of improvement during the Spring months. Dealers in the larger towns reported a very good holiday business, but dealers in the smaller communities experienced no unusual demand.

The Brown Music House, Port Angeles, Wash., handling pianos and talking machines, has been remodeled in a very attractive manner. The offices have been moved to a balcony in order to provide more war-room space.



The New Automatic Cover Support

Noiseless in Operation
Foolproof in Construction

Made With Both Bent and Flexible Hinges
Heavily Nickel Plated or Specially Finished to Order

Send \$1 for 3 samples—one of each model
WRITE FOR CATALOGUE

A. F. Zega Mfg. Co.

Main Office:
810 Broad Street
Room 601
NEWARK, N. J.

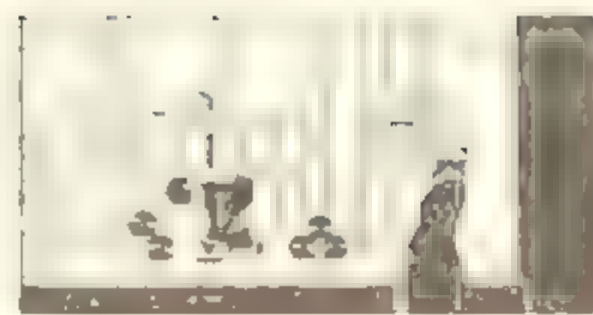


Factory:
77-81 Mill Street
BLOOMFIELD, N. J.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Be "Up and Doing" Instead of "Down and Out"

FEBRUARY is almost upon us! The shortest month in the year, yet the greatest month for birthdays of American patriots. As I look back over what I studied about Georgie and Abe, I can only remember one characteristic which both possessed in common to a great degree, and that one characteristic—their untiring desire to work and to be of service.

Work and service, mixed together for about half a man's lifetime, is the best formula in the world for success. Washington and Lincoln and thousands of others whose names do not appear in history have proven that this is true.

Reports now in on 1920 holiday business show that merchants who went after business aggressively made a good showing, and that those whose policy was passive did not fare very well. Don't be passive! Push for sales! Confidence and courage are needed!

A TRAVELING representative of one of the large talking machine companies stopped in at our office the other day and told us the following interesting story: Recently, while visiting a city in Ohio, it was necessary for him to call on a certain talking machine dealer on whom he had not previously called. On mounting a street-car he asked the conductor if he happened to know where Smith's store was. The reply was "Get off at Henry street, and it's just 300 steps." When the car stopped and he got off, he inquired again from a passerby. This man pointed in the direction off the main street and said, "Just 300 steps up there."

Of course the eternal question mark presented itself as to why both parties said "300 steps." On visiting the store, the representative learned that the proprietor, realizing that he was off the main street, had taken this slogan "Just 300 steps off Main street." The result was that although the store was not visible from the main thoroughfare, practically everyone had become acquainted with it. The prosperous business which the establishment was enjoying was proof of the pie.

The moral of the little story is that after all it is a wise plan to advertise where you are and to put your store on the "main street mind" of the buyers, regardless whether it is on the principal thoroughfare or not.

THE street vendor who cries his wares to the public as he moves along has after all a pretty good sales idea behind his proposition, in that he gets about and brings his merchandise to the attention of a greater number of people than if he remained in one place.

Several companies have had the same sales idea, when they have put the following plan into their business: Equipping several of their salesmen with small handbags which contain the month's releases of records, they sent these men to call on their list of clients who had slowed up in the buying of records. On going to the prospective customer's home they offered to demonstrate the records. The idea was most successful. Not only did they sell a large number of records, but they also managed to secure a large amount of work for the repair department. Today these same companies send their men out on regular schedules of appointments to the homes of these people, where they play over the releases and sell a considerable number before they leave.

SOME people believe that when sales begin to drop off on one of the articles which they are selling, they should devote all their sales efforts towards pushing that product, so as to keep up the sales. On the other hand, there is such a thing as following the line of least resistance—the line which takes the least sales effort to make the bell on the cash register ring.

Recently, the public has slowed up in buying high-priced articles. The buying of anything which involves a very considerable investment has been postponed until prices drop. Yet, on the other hand, the public continues to buy liberally where the investment is small. Therefore, at this time—push your record sales, build up your repair department, feature your accessories. In other words, push those things which do not mean a heavy investment to the public. By pushing these ends of your business, you will get cash sales which are advantageous at this time.

UNDER present conditions, the dealer who waits for the public to get people to visit his store, is sure to find himself in a very bad way. He must find establishments within the radius of one mile or so, where he can make such visits. He must not, however, neglect his own store, but must also get the public. Other establishments are selling imported merchandise and art, or furniture and home goods. The dealer should also attract the public to his establishment.

Concerts are probably one of the best means of attracting the public to your store. If you are the pianist, do not fail to give the concerts proper publicity, through advertising, through banners on your window and through direct mail contact with concertgoers. Bringing people into your store not only affords an opportunity to serve the needs of new prospects, but it also helps to promote your old—in your city talking machine business, it is a good idea to have a musical instrument of all kinds.

IT may not be out of place at this time to say a word on advertising. Too many people today are cutting down their expenses at the wrong end. If your business has slowed up, under no circumstances cut down on your advertising. Advertising is a form of your business. It is the medicine with which you cure your ailments. It is the voice of your firm to the public. The less the tendency of the people to visit your store, the more you should advertise in order to visit them and induce them to visit your establishment.

However, see to it that your advertisements are timed to meet current conditions. Be sure that coupons are plentiful. They are opportune, because you will need more for names to work on. Make reprints of these advertisements and mail them to your general prospect list by first or third class mail. The idea at this is to secure new fresh names that are live prospects at this time. Do not feature cut prices. Our survey of the last thirty days indicates that the wise course lies in featuring quality and terms. Advertising cut prices in most cases only serves to postpone buying. It makes your customer feel bigger sales are coming. However, be sure that you do not feature small payments and long time sales. Credit is not going to be easy to secure, in fact hasn't been for some time. But if you advertise unusually liberal terms you will get that kind of business. For the words of the prophet, "As ye sow, so shall ye reap," are still true.

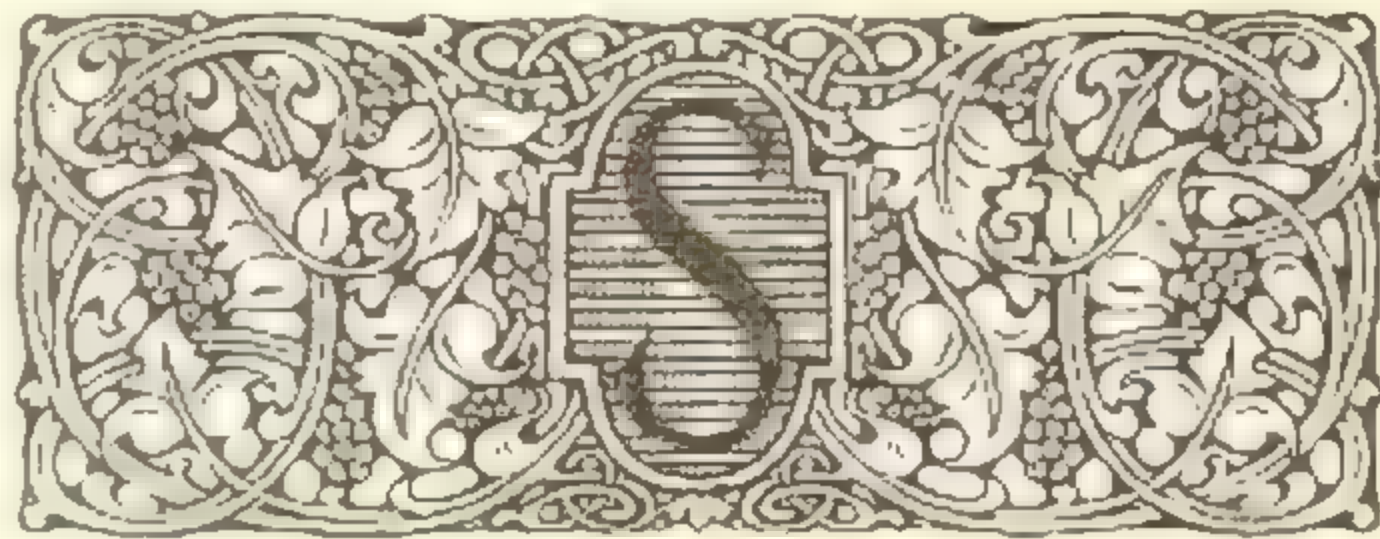
This is no time to sit around and say, "Business is dull." Business is just as bright and big as you make it.

FEBRUARY offers a good chance to sell some extra records. There is nothing better than a record as a Valentine gift. During the two or three weeks prior to St. Valentine's Day we suggest that in every letter or circular you send out there be a small printed circular enclosed, bringing attention to the public of this fact. With nothing more than a slip on which is printed "Valentine's Day Record makes an ideal Valentine," you will call public attention to the value and adaptability of a record as a Valentine. We would also suggest that your window be decorated, prior to St. Valentine's Day, in such a way as to appropriately carry out the Valentine theme.

If you push this idea this year it will increase your sales and also educate the American people to the idea, so that in following years Valentine's Day will mean heavy record sales for you. The idea may also be profitably applied to music rolls.

EVERYTHING comes to him who waits is an old saying, but the dealer who waits for customers is going to have plenty of time to tiddle his thumbs. Today it is a case of getting out after the customer, instead of waiting for the customer to come. Increase your outside sales force, enlarge your prospect list, obtain through the telephone book, directories or pushing doorbells. The successful merchant to-day realizes that his store is only the center of his business, and that the arms of it must extend far and reach the whole city. "Opportunity knocks but once." Therefore, knock on the doors of your town-people and get the opportunity instead of waiting until the opportunity gets you.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.



Delivery Service

Beginning with the New Year, adequate stock of Stephenson Precision-Made Motors, Tone-Arms and Sound Boxes will be carried in Newark, Toronto and Chicago, and will be sold F. O. B. these points.

This step is in line with the Stephenson policy—to back the Stephenson Precision-Made Motor with every possible service.

STEPHENSON
DIVISION
OF THE
One West Thirty-fourth Street
New York City

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

TO ARGUE VICTOR-STARR SUIT ON FEBRUARY 5TH

Actual Arguments in the Case to Be Heard in the U. S. District Court on That Date Following Taking of Testimony Last Month

The important suit brought by the Victor Talking Machine Co., Camden, N. J., against the Starr Piano Co., Richmond, Ind., charging infringement of the Johnson patents covering the making of lateral cut talking machine records, will come up for argument before Judge Learned Hand in the U. S. District Court, New York, on February 5.

Testimony in the case was taken during the last two weeks of December, this feature consuming something like eight days. The interest of the trade at large in the suit was evidenced by the number of talking machine men who were regular attendants at the court during the taking of the testimony. Numerous technical experts were called by both sides.

Kenyon & Kenyon appeared as counsel for the Victor side, while Kern, Feltz, Cooper & Hayward appeared in the capacity for the defendant.

HOLMES TO JOIN SHULTZ BROS.

Former Territorial Supervisor for Edison Laboratories to Become Connected with Edison Jobbers in Omaha, on February First

Announcement has just been made that H. R. Holmes, formerly territorial supervisor for the Edison Laboratories and recently engaged in



H. R. Holmes

sales promotion work for the Edison company, will soon become the representative of Shultz Bros., Edison jobbers in Omaha, Neb. He will probably take up his duties on February 1.

Mr. Holmes has been connected with the Edison Laboratories in various capacities for a number of years and is especially equipped to assume the various responsibilities which will go with his new position. He was formerly at the Edison Laboratories in the department of the business representative of the department where they also sell all the Edison records and gramophones with their own line of Edison business records. He was connected to the various supervisory positions.

The American Gramophone Recorder, Inc., 220 Market Street, New York, N. Y., manufacturer of a home recorders, is currently placed in the hands of a receiver, Arthur T. Vanderbilt, a well-known New York lawyer, was appointed by the court to take charge of the affairs of the company.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Puritone, Room 1406, 347 Fifth Avenue, New York City.

WHY ENCOURAGE PESSIMISM?

Some Timely Words From A. J. Kendrick Which Are Worthy of Consideration

A. J. Kendrick, sales manager for the Brunswick-Balke-Collender Co.'s phonograph department, has mailed out to the trade a common-sense little announcement regarding prices, which reads:

"What is the matter with the Associated Press and the newspapers? Why do they print scarehead announcements about price reductions, factories closing, and exaggerated reports of people thrown out of employment?"

"You may remember that when the cotton spinning mills of the East closed their doors the newspaper columns were filled with double-headed announcements about overstocks and prices coming down. Contrast these announcements with the little five-line press report printed today of five of these mills re-opening

in the Greenfield, N. Y., and then your own country. The report is as follows: The two cotton mills in Greenfield County are now operating full time after having curtailed production for several weeks. With our output from the plants, we do year-round shifts."

"The space given to this is exactly one-half that given to the closing of a factory, which has probably written for many years all about factories and their closing, or the price of cotton. Last winter, taking prices, the cotton market was in a full-on price range."

"The Associated Press and the newspapers are making a broad advertisement. Why do they not as readily and freely advertise, as we do, the ideas that you solve the problem?"

All our customers will remain immediately after the close of the year 1920 will be open to the record makers and their customers. The 1920 sales figures for the record business show a decrease of 42 per cent. The year showed a 60 per cent improvement.



Operaphone

JANUARY, 1921

POPULAR VOCAL

- | | | |
|---------------|--|---------------------------------------|
| 1103
1.15 | Kentucky (Little Feet) Baritone, Orch. accomp.
I've Got the Blues for My Kentucky Home (Gabil) Male Quartet, Orch.
The Barnyarders | Ernest Ware |
| 21113
1.00 | The St. Louis Blues (Handy) Tenor Orch. accomp.
Midnight Moan (Mare Schaefer Bernard) Baritone, Orch. accomp. | Al Bernard
Ernest Ware |
| 21115
85 | Grandway Home (West-Field Spencer) Baritone, Orch. accomp.
Beautiful Aesop's Leo (Hoyan-Nehlinger Meyer) Tenor and Baritone
Orch. accomp. | Elliott Shaw
Elliott Shaw |
| 21116
1.15 | Sighing (Cool-Bridges) Male Trio, Orch. accomp.
I Want to Go to the Land Where the Sweet Biddies Grow (Morar Van Teller) Soprano, Orch. accomp. | Orpheus Trio
Morar Van Teller, Don |

DANCE

- | | | |
|---------------|--|---|
| 31120
85 | Patience (Conrad-Hobinson) Fox trot
I'm a Lesbian Little Raindrop (Hanley) Fox trot,
for Johnson's Novelty Dance Orch. | Joe Johnson's Novelty Dance Orch. |
| 31121
1.00 | Feather Your Nest (Kendy-Brechman) Fox trot
You're Just Like a Rose (Hubbell) Fox trot | Eight Novelty Dance Orch.
Eddie Kuhn and His Orch. |
| 31172
1.05 | Margie (Conrad-Hobinson) Fox-trot (Intro - "Singing the Blues") (Orch.)
Careses (Mannix) Fox-trot (Orch.) | Tennessee Ticklers
Tennessee Ticklers |
| 31173
1.00 | Darling (Schubert) Fox trot
Show Me How (Cresmer-Layton) Fox-trot | Harry's Xylophone Band
Broadway Dance Orch. |

HAWAIIAN

- | | | |
|-------------|--|--|
| 41174
85 | Naughty Wally (Lory) Waltz
Sweet Luma (Burt-Zamernik) | Hawaiian Singing Guitars
Hawaiian Singing Guitars |
|-------------|--|--|

INSTRUMENTAL

- | | | |
|---------------|--|--------------------------------|
| 51145
1.00 | Alice, Where Art Thou? (Asher) Violin, Flute and Piano
Cezonella (Bz. L. A. d'Arbrou) Violin Solo | Mordant's Trio
Irving Weiss |
|---------------|--|--------------------------------|

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N. Y.

Edison Amberola Message No. 13

Mr. Phonograph Dealer:

With a line of instruments that sells at very moderate prices, and yet satisfies the musical desires of the most fastidious, the 5,100 merchants who handle the New Edison Diamond Amberola are well fortified to meet the new conditions of the New Year.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

THE VISION

Devoted to the Interest of the Educational
Work Being Conducted by the Talking
Machine Dealers and Jobbers

The Victor Talking Machine Co., educational department, announces in its February supplement the first of a series of recordings of the principal scenes from the dramas of Shakespeare by F. H. Southern and Julia Marlowe, the recognized masters of interpretative Shakespeare roles. The numbers announced are 12-inch Red Seal recordings of "The Bakers Scene," "Romeo and Juliet," Parts I and II.

The use of the Magnavox in schools has been attracting considerable attention. Milburn (N. J.) High School has a Victrola placed in the principal's office connected to several magnifying electric horns in various parts of the building. On morning the music begins simultaneously in all parts of the building for the passing of periods or dismissal. This does away with the necessity for the formerly omnipresent school bell.

An interesting use of the Victrola is found in the Fox Hill (N. Y.) City Hospital, where many Victor artists have appeared to cheer the boys during the past season. The wounded men hear the artist from his bed, and from some benefactor, the records are presented so they "hear the artist, then hear their Victor records."

Caroline Hobson, educational director of Stewart Talking Machine Co., Indianapolis, Ind., reports splendid results in school work throughout the whole State.

May Cloud, educational director of Putnam-Page Co., Peoria, Ill., a retail Victor jobber, is enthusiastic over the prospect of again receiving Princess Watatsumi, interpreter of original Indian melodies on her Western tour.

"Listening Lessons for Little Children," the attractive \$1 children's book with annotated records and a complete primary teaching course for the Victrola for mothers or teachers, has gone into its third edition.

The Columbia Graphophone Co. educational department has been represented at many State teachers' meetings this year.

Edith Wood, educational director for the C. C. Moller Co., Pittsburgh, Pa., Victor jobber, attended the International State Teachers' Convention during the holidays. A feature of the program was the speech on "Music and Education," by Dr. J. C. Linnegren, State superintendent of schools. Dr. Hollis Dunn, Cornell Univer-

sity School of Music, is now State supervisor of music for Pennsylvania.

Dealers are always utilizing open new schemes to interest people in the educational uses of their factory's product. Window displays or schoolrooms with child-sized benches and other furniture furnished from local furniture houses, are now being made to look like a school classroom, with record on a table and a small box down is evident in the central portion of the picture.

The Columbia Co. has proposed a small booklet to foster a love of the Victor record in school and home. Knowing that the proper way to begin is with the children, the company has contributed toward their education a set of eight records, comprising the two selections of the world's best music, so fitted to their needs that this love for music is created and made permanent.

The pamphlet includes the actual work of teaching in the Horace Mann School, Teachers' College, Columbia University, and has the hearty endorsement of Professor Patty S. Hill, director of kindergarten and primary departments, and whose personal direction these records were made. Their value lies in the fact that well known compositions of great artists have been rendered for the child mind and need presenting at the same time the clarity, quality and integrity of the original music.

Sally Hendon, the famous recitator, who has made some of the most delightful Victor recordings of James Whitcomb Riley and Eugene Field poems is now giving a course of entertainments every night in the school year in New York City schools. Part of her program is devoted to John Alden Carpenter's piano pieces and part to poetry. On the latter she uses a MAMM Victrola and orchestral records to provide synchronized musical accompaniment.

Not to be outdone by the East, the far West has taken hold of educational work with great gusto. Sherman Clay Co. (San Francisco, Cal.) has a strong live educational staff.

L. W. Hamm, educational director for Sangar Bros., Victor jobbers, Dallas, Tex., has done remarkably good work in the State, bringing the lesson of the advantages of school business before hundreds of schools and dealers this year.

A beautiful poster, listing attractive school records is the product of the Cleveland Talking Machine Co., Cleveland, Ohio, Victor jobber. Mrs. Grace M. Fulliver, educational director, is doing splendid work in this field.

Helen Colley, educational director, Tammet Bros. (Victor jobbers), New York, has announced a series of New York City school con-

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.

174 Wooster St., New York

Entered by the popular Victor artist, Princess Watatsumi. The management of the Princess is under the direction of Frank G. DeLore, 174 Wooster St., New York City.

MME. HEMPEL HEARD IN RECITAL

Capacity Audience at Carnegie Hall Shows Great Enthusiasm Over Soprano's Work

Frieda Hempel, soprano of the Metropolitan Opera Co., and noted Edison artist, sang at Carnegie Hall, New York, on January 8 before a capacity audience who cheered at intervals.



Frieda Hempel

The affair was advertised as Mme. Hempel's only New York recital this season, although she has appeared in company with other artists. Robert Gray, who is also connected with the Edison organization, presided at the organ during Mme. Hempel's recital.

FILE SCHEDULES IN BANKRUPTCY

Stinson Phonograph Co., Inc., at 145 West Forty-ninth street and 147 Lafayette street, New York, has filed schedules in bankruptcy, with liabilities of \$36,889 and assets of \$12,050, including 120 records, \$7,000, accounts \$3,572, machinery \$500 and deposits in banks, \$208.

MASTER WAX

BUSINESS BLANKS

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

Will continue the business hitherto carried on by me at 16 West 39th Street, New York. All work will be done under my personal supervision.

I will be able also to work out special problems in connection with record making for anyone needing experienced advice or assistance.

F. W. MATTHEWS

NEW MELODY SUCCESS BY THE
WRITER OF "HIAWATHA" "MICKEY PEGGY" ETC

"Rose of My Heart"

The Big Song Hit from
Ziegfeld's Midnight Frolic
as sung by John Steel

Published by
Leo Feist Inc.
Feist Bldg. New York

You can't go wrong
with any Feist Song

GLANTZ AND HIS LAUGHING SAX

Saxophone Specialist Became Popular Over
Night Through His Work on "Dardanella"
Record—Has Won Great Popularity Since



Glantz Back From Canadian Campaign

Glantz, the famous saxophone player, is a number written by
S. P. Lang, composer of "The Naughty Waltz".
The record made by Glantz in com-
pany with the Fage Orchestra, including "Rose,"
"Nightingale," "A la Parce," "Margie," "Hum-
bug," and "Dardanella."

NEW COLUMBIA CO. PRESIDENT

Van Horn Ely Succeeds Francis S. Whitten as
Head of That Company—Latter Becomes
Chairman of Board of Directors of Company

Van Horn Ely, who has been a director and
member of the executive committee of the Co-
lumbia Graphophone Co. for several years past,
was elected president of this institution at a
meeting of the directors held January 5. He
succeeded Francis S. Whitten, who was elected
chairman of the board of directors of the Co-
lumbia Graphophone Co.

TONOFONE JOBBERS IN NEW YORK

Cabinet & Accessories Co. and Robt. Clifford to
Push Well-known Tonofoe Needles

The Cabinet & Accessories Co., 145 East 34th
street, New York, and Robert Clifford, who is
manager of the Cardinal Phonograph Co.'s New
York branch, 130 E. 10th street, have been ap-
pointed jobbers for the Tonofoe needles made
by the R. C. Wade Co., Chicago. These two
well-known concerns intend to pursue a
vigorous campaign to the end that the Tono-
foe needle and its merits are brought to the
attention of a large constituency in the met-
ropolis and throughout the East. These deals
were consummated by L. H. Wade, manager of
sales, who is at present visiting the trade in
New York. Reports from Chicago are to the
effect that business with the R. C. Wade Co.
is at remarkable volume these days.

MODERNOLA

The instrument unique

MODERNOLA

A home delight to Ear and Eye

MODERNOLA

Beauty—Tone—Utility

MODERNOLA

Satisfaction for dealer and customer

Send your orders now.

Apply immediately for agency

Exclusive Eastern Distributors

EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

Office and Showrooms:

101 West 20th Street

100 West 21st Street

Corner Sixth Avenue, New York

Telephone Chelsea 2044

FRANK J. COUPE HONORED

Sales Manager of Sonora Co. Elected Vice-president at Annual Meeting This Week—Present Officers of Company Re-elected

At the annual meeting of the board of directors of the Sonora Co., Inc., New York City, held last week in January, all of the present officers of this prominent business corporation were re-elected as follows:



Frank J. Coupe

George E. Hasell, president; John H. Hasell, vice-president; John H. Hasell, secretary and assistant treasurer; and John H. Hasell, assistant treasurer.

A new addition was made to the original board in the person of Frank J. Coupe, sales manager of the Sonora Co., who was elected to the office of vice-president.

FEATURING THE MANDEL LINE

The new Mandel line of talking machines, which has been the subject of a campaign in the popular press, is now being introduced in the market. This line of machines, which has been the subject of a campaign in the popular press, is now being introduced in the market.



FULTON (Model 35)

Machine: Six-speed, double spring motor, universal tone arm. Back casing and metal horn. Price: \$20.00 to \$25.00.

Truetone: Machine, Brilliantone and Puretone. Machine: \$20.00 to \$25.00. Machine: \$20.00 to \$25.00.

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Cash with order

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

TRADE SITUATION IN CINCINNATI

Baldwin Business Shows Immense Gain—Otto Grau Improves—Anderson Doing Good Work With Wurlitzer Co—Columbia News

CINCINNATI, O., January 14.—Talking machines were among the most popular of the holiday purchases in Cincinnati last month, and with the exception all dealers reported an increase in sales.

Monetary Sherman & McLaughlin, of the Baldwin Co., who only recently added a talking machine department, reported that the entire stock of both records and machines had been sold out. The special rush season to be popular with customers this year and they had lead over mahogany. As sales were made on either the cash basis or 10 per cent and the balance in one year, which means an unusually high cash trade. The Baldwin Co. window for the holidays was enough to make quite a hit. It showed a large, comfortable living room with a big chair and a small and stocking hung beside the fireplace. There were big comfortable chairs and other furnishings that made such a room attractive. In one corner there was a talking machine and beside it a framed Santa Claus holding a record. There was no advertising matter to detract from the scene, but the window brought the trade.

The Otto Grau Co. has made some improvements in its talking machine department. New enclosed record racks have been installed and the front of the store has been given over to this line. This move has greatly increased the trade in records. The sale of talking machines for the holidays last month showed an increase of over 30 per cent over the 1920 sale, according to Vice President E. J. Vitz.

S. T. Sigman, manager of the talking machine department of the Wurlitzer Co., Victor distributor, has started a drive on accessories and plans to make this the big feature for the present. The sales department of the Wurlitzer Co. has been greatly strengthened by the addition to its staff of U. R. Anderson, formerly with the Indianapolis Talking Machine Co., who came to the Wurlitzer Co. late last year as city sales manager. Mr. Anderson will be remembered by the trade as the man who invented the ampliphone used to hear records over the telephone.

The Columbia Graphophone Co. has just completed a model shop in its office which is designed to show dealers how their stores should be arranged to make them attractive to customers and increase sales. There are hearing rooms, record racks, counters, show windows and electric signs, in fact, everything that can be used to make an attractive sales room. This feature is expected to prove of great value to dealers in enabling them to see some of the faults in their methods of displaying and selling.

S. A. SHERMAN REBUILDING

New York Dealer Whose Store Was Destroyed by Fire Plans Bigger and Better One

S. A. Sherman, whose establishment at 2138 Third Avenue, near 116th Street, New York, was destroyed by fire, as reported elsewhere in this issue, is now rebuilding his new establishment, which he owns and intends to have one of the most attractive stores handling Victor talking machines and records in the city. Mr. Sherman is most appreciative of the many courtesies shown him by the members of the trade.

WE Will Buy for Cash
Job Lots of Machines,
Records, Motors, Tone
Arms, Parts, and Every-
thing in the Talking Ma-
chine Line.

Keen Talking Machine Supply Co.
49 N. 10th ST., PHILADELPHIA, PA.

VICTOR RECORDS BY LA SCALA ORCHESTRA

Victor Co. Announces That Famous Orchestra Under Baton of Toscanini Will Make Victor Records—Now Touring the United States

The Victor Co. has announced that the famous orchestra under the baton of Arturo Toscanini will make Victor records. The orchestra, which has been touring the United States, is now in the city. The orchestra, which has been touring the United States, is now in the city. The orchestra, which has been touring the United States, is now in the city.

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JAMES F. BOWERS RETIRES

President of Lyon & Healy Gives Up Active Work—A Notable Figure in the Industry

CINCINNATI, Jan. 12.—James F. Bowers, who recently celebrated his 60th year of service with Lyon & Healy, this week retired from the management of this institution. Mr. Bowers, a long and efficient worker in the industry, is now president of the National Association of Talking Machine Dealers.

With his retirement from active service, Mr. Bowers will give the best wishes of many of his friends throughout the industry for his well-being and happiness.

A. V. Smith, general manager of Edison Phonographs Ltd., San Francisco, is sending a letter of business conditions which alone in fact should lead the dealer to a successful business course on business advancement.



Everlasting Decora-
tive Flowers and
Plants, Vines and
Garlands

My illustrated catalogue in colors No. 15, free for the asking, write for it today.

Frank Netschert
61 Barclay St., New York

A MOST EFFECTIVE MEANS FOR DISPLAYING LITERATURE



How the Brunswick Circular Holder Operates

The Brunswick Baller-Collerder Co., 623 Gay South Wabash Avenue, Chicago, Ill., is now introducing the new Brunswick phonograph circular holder which, an illustrated, contains three pockets for circulars or other literature—three sets of circulars on each side, two on each end and one set on top. The entire top of the holder swings on a pivot, the base being of wood. The exposed parts of the holder are made in correct representation of machinery, with the lettering printed in gold. The total height is 11 inches while the height of the panels holding the circulars is 7 inches. The holder which is 12 inches long and 9 inches over all is a great convenience to visiting customers and will undoubtedly have a great vogue with dealers. It is sold at a very reasonable price to the trade.

KANSAS CITY DEALERS MAKE GOOD START IN NEW YEAR

Active Post Holiday Business—Wunderlich and Other Dealers Tell of Conditions—Some Removals—World Representative Discovers Section Where Sales of "Talkers" May Be Made

KANSAS CITY, Mo., January 8.—The talking machine business during the month of January has started with a rush in this city and locality. With the immense holiday demand satisfied there seems to have been a large percentage of the business carried over into the new year. One of the most prominent dealers declared that it was his belief that this situation was the result of the expectancy of the public for lower prices at the first of the year. The prices did not drop as they expected, but the promises of talking machines for Christmas presents had to be kept, hence the result has been a very greatly increased business for the month of January, a usually dull one in the trade here.

Harry Wunderlich of the Wunderlich Music Co., in comparing the business of 1920 with that of 1919, said: "Now that the year 1920 has passed the books can be made to show an exact and just comparison. All the propaganda to encourage early buying during the 1920 holiday season brought only small results due to the fact that the public generally labored under the impression that prices of all goods would decrease. The holiday season was one mad rush of general shopping everywhere, and the talk-

ing machine establishments suffered as all other business houses did in having the trade that should have been extended over a three week period crowded into three or four days. The business of 1920 equaled that of 1919 regardless of the conditions that existed in the trade, and most houses showed an increase over that of the 1919 season. The thought now is for the coming year, and after carefully analyzing the conditions as they now appear it is safe to say that the year will bring the greatest success to the talking machine dealers that the industry has ever enjoyed."

E. S. Hall, of the Hall Music Co., was forced to move again this time from 1922 Grand Avenue to the Arbright Building on Tenth street because of the expiration of lease.

The Smith, Barnes & Strober Piano Co. branch here has been endeavoring to interest parents in musical merchandise for children, with unprecedented success. One method of increasing the attention of the fathers through the children and the building of a huge prospect list prior to the holiday trade was the offering of prizes for the best prospect list of names submitted by children.

C. V. P. of the American Talking Machine Co. has been in the city for the past few days. He has been in the city for the past few days. He has been in the city for the past few days.

Elmer Moore of the H. L. Moore Music Co. which will have its store at the corner of the Atlantic building, declared that he had been in the city for the past few days. He has been in the city for the past few days. He has been in the city for the past few days.

There is a section of the part of Missouri which has been known as the "talker" section. The Missouri section is a section of the Ozark. But there is a section of the country that is not so well known. It is a section of the country that is not so well known. It is a section of the country that is not so well known.

And right here, where the number of houses gets in its work, there are more than one talking machine and piano dealer to resort to real cuss word. The experience took the writer to several it and towns of from ten to 1000 inhabitants. These are towns where a musical instrument has to be transported from the railway station by either team and wagon or motor truck distances of from three to thirty miles. "Too far!" is perhaps the cry that the lazy dealer might put forth, but not so with some organizations. For there are the old reel organ in all its sanctified glory and never a talking machine with even a worn-out record to raise a cry of protest.

Occasionally we found a piano, but that was so rare that it was indeed remarkable. It was in a village thirty miles from a railroad that boasted some sixty inhabitants, a town of music-loving human beings, such as exist in Rome, Egypt, Hawaii or the United States, but this instrument was one of the cheap variety of the mail-order house that saw its best day the day it was shipped and not a talking machine in the entire community less than one hundred and fifty miles from Kansas City, and less than fifty miles from the metropolis of the Southwest Missouri, Springfield, which boasts several talking machine establishments.

The season of 1921 will find more than one talking machine establishment making plans for the broadening of its business, to require a greater selling effort, and the very best advice, as we can see it is to look upon your own streets and within your own county and, perhaps, you will find it.

THE PHONOSTOP—The Stop That Stops Them All

Victor, Columbia, Pathé, Edison, even the Lyric. Try all other stops if you wish to, but eventually come to us for the PHONOSTOP, the first and the most efficient; therefore the best. You can set it "in the dark as well as the light." The children operate it perfectly.

Made Right

Acts Right

Stays Right

THE PHONOMOTOR CO. - 121 WEST AVENUE ROCHESTER, N. Y.

WESTERN REPRESENTATIVES: CHICAGO

Harry Engel, McClurg Building, and Jewel Phonoparts Co., 630 W. Washington Street

Order early—
we will ship
promptly



EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT, Pres.

WHOLESALE DISTRIBUTORS

OFFICES AND SHOWROOMS

101 West Twentieth St.

100 West Twenty-first St.

Cor Sixth Avenue

Telephone Chelsea 2044

NEW YORK



THOMAS VOCALION RECORDS GROW IN POPULARITY

the \mathbb{R}^n space. The \mathbb{R}^n space is a vector space, and a standard basis for \mathbb{R}^n is the set of vectors $\{e_1, e_2, \dots, e_n\}$, where e_i is the vector with a 1 in the i th position and 0 elsewhere. The \mathbb{R}^n space is also a normed space, with the standard Euclidean norm $\|x\|_2 = \sqrt{x_1^2 + x_2^2 + \dots + x_n^2}$.



John Chen Thomas and Apple Blossom Chonis

It is interesting to note that the Boston Red Sox, who have the worst record in the American League, are now playing in Boston, while the Boston Braves, who have the best record in the National League, have been relocated for a long time. In

REPAIRS

24 Hour Service

Largest and best equipped shop in New York

We call for and deliver in New York

Outside of New York, Send by Express
or Parcel Post

W. BAKER

336 East 87th Street New York

7, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840,

MEETING PROBLEMS SOLELY

E. O. Rockwood, Columbia Credit Manager,
Finds Business Men Ready to Work Together
to Further Best Interests of the Trade

The Old Rockwood ground cover material is Columbia Graphophone Co. with security guaranteed from a Western company listed in The World.

"My trip covered the sections of the country where the company's business comes in closest contact with those who produce from the soil and who at this time are the cause of a tremendous amount of discontent by their failure to make the last crop that they produced. The result of holding back the crops for higher prices is clearly seen in many sections and its effect is generally well understood. The effect is probably being felt by the great suffering economic situation there are now trying to eliminate outstanding credits.

"The situation, however, has given occasion for another demonstration of the red-blooded way in which the agricultural and banking interests of the country look at a situation in the face and reason to be encountered, encouraged or depressed. I consider it a wonderful demonstration of the courage, strength and sagacity of our farmers and the rural interests and a factor of enormous importance in the importance that the farmers and bankers are getting together for conference, for mutual understanding by each of the others' position, elements and outlook, and seeking by conference to arrive at a practical policy that will relieve present conditions to the greatest advantage of all concerned and with respect to those most likely to be hurt."

The extent and effect of these conferences are very great and will be felt in a short time. The 'state of mind' must to be directed having been effected results are bound to follow quickly. The spirit is permanent and the most remote communities. A comparison is made of this 'get-together' short may be seen in the recent movement to form a central-south and far-south conference to foster experts.

STATEMENT OF THE OWNERSHIP, MANAGEMENT

CHECK AGAIN THE FOLLOWING BY THE ACT
OF CONGRESS OF AUGUST 28, 1912 AS THE
TRAINING MATTER BEHOLD TO BE IN SOLIDITY

New York)
 New York)

[illegible]

1. The first part of the paper is devoted to the study of the asymptotic behavior of the solutions of the system (1) as $\epsilon \rightarrow 0$. It is shown that the solutions of the system (1) converge to the solutions of the system (2) in the sense of the weak convergence in the space $L^2(\Omega; \mathbb{R}^n)$. The second part of the paper is devoted to the study of the asymptotic behavior of the solutions of the system (1) as $\epsilon \rightarrow 0$. It is shown that the solutions of the system (1) converge to the solutions of the system (2) in the sense of the weak convergence in the space $L^2(\Omega; \mathbb{R}^n)$.

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5. That the general character of the evidence in each case of this character and the manner in which the marks of the same are made, and the fact that the six marks preceding the date of the same are made in the same manner as the

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Mr. J. H. HARRIS, President, May 6, 1902.

[illegible]

THE TALKING MACHINE RECORD IS AN IDEAL VALENTINE

The Columbia Graphophone Co., New York, is conducting a very extensive campaign to educate the American public to the fact that talking machines work in general and Columbia records

lithograph record envelope has been issued, the pictorial side of which is illustrated herewith. On the flap, on the reverse side of the envelope, appears the following appropriate poem:



Columbia Eight-color Lithograph Record Envelope plays, featuring the same in particular, make ideal Valentines. In support of this, which is certain to appeal to a large army of this can enter a very handsome eight-color progressive dealers.

THE MAINTENANCE OF QUALITY

This Will Be the Mainstay of the Dealer During 1921, Says Jerome Harris, of C. Bruno & Son, Inc.—Building Up Business Prestige

that minute vanishing point and came out of sight among the cypress trees in the garden of the house. Harry, secretary of the Club, was in the yard when he saw the party.

The closing month of 1900 has passed beyond the question of a debate that the general public has been engaged in. The time has arrived when each of our readers and Mr. Harris has only a matter of some business to settle in a room which has spent a long lifetime in the building up of its business position, and each prestige is represented by its trade mark would allow nothing to happen that would destroy confidence in that trade mark. Throughout the coming year the demand for all merchandise and in particular necessaries and luxuries, particularly clothing and tailoring machines and record will undoubtedly continue at a sound and healthy basis. In the months to come a national basis of production will be established upon merchandise of proven merit and value. A knowledge of no better guide in the selection of merchandise than a trade mark that has stood for quality. The dealer who sells such merchandise has his business built on a rock foundation and can feel absolutely secure in denoting his ability and resources to his customers. We can therefore, safely predict a successful year for the Victor record.

GREAT CROWD AT OPENING

Over 1,300 people attended the opening of the "Arthusa" 37 Mount Street, Stamford, some a mile away, ship name by Otto and Albert Knackhaber. In connection with the opening there was a concert by principal artists being the Baltimore Light Opera Society.

The Mutual **tone ARMS**
& SOUND BOXES

"TRY THEM AND BE CONVINCED"
ANNOUNCEMENT

The Mutual Phono Parts Mfg. Co.
Successors to the Mutual Talking Machine Co.

Announce the continuance of the business formerly
conducted by the Mutual Talking Machine Co., with
offices and factory located at

149-151 Lafayette Street
New York

We want to call particular attention at this time to our new tone arm
(No. 3) and our No. 5 sound box, which have been adopted by some of the
most prominent manufacturers. Also the complete former line improved.

Ask for prices and samples

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C., ENGLAND

CONFIDENCE AND OPTIMISM UPPERMOST IN BALTIMORE

Wonderful Record Business Being Done—Leading Jobbers and Dealers Are Determined to Make 1921 as Good a Business Year as the Year Just Closed—News of the Trade

February 7, January 7. Confidence and optimism in the atmosphere that permeates the talking machine business: this territory, forberg and d. it is all forecast a year of big business. This confidence is not confined to any one line but extends to the various makes of machines in this territory all echo the same view.

With all of the dry or hard times and tight money there was a marked increase in cash business done in December. A canvass of the trade shows that the time payment business done was of a very safe nature in the vast majority of cases.

A wonderful record business was done by all of the dealer. The Columbia and Victor dealers were well supplied with records, although there was not quite sufficient to handle the business of the latter firm. The Voxaban and the Brunswick, as well as the Emerson records all showed fair business.

"It was a fine season for business," declared William S. Parks, manager of the Columbia for this territory, "and the year's close, despite the business depression that lasted for several months, was ahead of the previous year. Through our house-to-house campaign we have managed to cut our stock in our dealers' hands down to a very small amount. In fact the stock on hand in the hands of the dealers at this time is smaller than for a long period. This means that the future holds a big business for us and the year 1925 will surely be a banner one. It may not start out this month or next month with a tremendous stride in buying, but here in the Summer gets well under way the business should be a good one." Mr. Parks has recently made a tour of his territory and found conditions good. Mr. Parks visited the Boston store of Margaret and was particularly impressed with the three stores of the Eastern Shoe Manufacturing Company at Cambridge, Chelsea and Chelsea. "The

chain is part of the system being established by the company of which W. T. Satter, formerly of the road sales staff at The Columbia, is the head.

W. C. Roberts, manager of H. F. Propp & Son's Co., says: "Business went ahead a bit in 1920 over the previous year and had it been possible to obtain the goods there is no telling how good the business would have been. Machines and records are coming along well and the demand for the Victor lines is still strong. I am looking forward to 1921 being a great year with a large increase in business, provided, of course, we are able to obtain the product. I think we will."

A. J. Boden, of Sanders & Statman Vocational representatives, said business showed very fine and the year on Bell is going to be a banner one.

Elmer J. Walz, manager of the wholesale Victor department of Cohen & Hughes, was well pleased with the way business came to a close for the year. "While product came along better toward the end of the month and all of the dealers received an equal share," declared Mr. Walz, "there is plenty of opportunity to sell records and especially records if we can continue to get them. This is going to be a great year. The trade is on its toes and working out plans of business building and we are all set for big business and we are going to do it."

Isidore Rosen, owner of the Clark Musical Sales Co., has seen a tributary and business with them was exceptionally good and he is looking forward to a continuance of the business during the coming year when he expects to see big production of records and magazines.

© H. Messenger, whose Victoria business is located in North Baltimore, in what is known as the residential section, says business will

On the 12th of March 1941 I was sent to the
main hospital in the country. I was told
that because I was a "political prisoner" I
look around and help to "reform" the other
and open the "political" section of the hos-
pital and colony. When in the place of the
"political" section, the "political" and "non-
political" had to be separated and the
and finally not be able to get out without
"making" one and proceed to "make" an ad-
ditional unit. I was told to "make" a "unit" where
my wife had to be in a "unit" and I was
not allowed to leave. I was told to "make" and
I did \$100 worth of work a day. I was told
to "make" the hospital and "make" the
my share this year."

Reviews can be sent to the editor, put in 100 words, do not repeat title of the book, structure it, give distance to Baltimore for the month. Both men expressed the view that this is going to be a great year for the nation. 1948-1949-1950.

A CAMPAIGN OF CONFIDENCE

Artistic Supplements Emphasizing the Great Activity of the Victor Plant Attract Attention

The New York Tribune, March 10, and Chicago Evening Tribune, March 11, for whole years in New York and Chicago respectively, have recently been conducting a very far reaching and intensive campaign emphasizing the fact that the Victor factory is working overtime. Tens of thousands of colored supplements have been issued by direct mail and through the trade press picturing the Victor factory at night with the lights burning, in evidence of the fact that intensive production is going on at the Victor plant at this time, when so many factories in this and other industries are shutting down for a more or less length period and working on a part time basis. The working overtime then is emphasized in stories with a view to being on the value of the dealers looking up with their two prominent wholesale institutions of the Victor industry.

THE VICTOR TALKING MACHINE COMPANY

Has acquired control of

THE GRAMOPHONE COMPANY, Ltd.
of Great Britain

We believe The Gramophone Company will be a tremendous success, and have procured a limited amount of Gramophone Company Limited Ordinary Stock, which we offer subject to prior sale or change in price at \$7 per share

Write for further information

BOENNING, GARRISON & CO.
BANKERS & BROKERS

MEMBERS PHILADELPHIA STOCK EXCHANGE

904-9 Stock Exchange Building

Philadelphia, Pa.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agree measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

FACTORY MANAGER—Young married man, with three years' experience as assistant to phonograph factory manager, thorough knowledge of production, motor installation, upfitting, cabinet work, time system and cost of reduction, also experienced as salesman, wants position along these lines where ability and earnest effort will be rewarded. Box "885," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Thoroughly experienced manager and superintendent for phonograph cabinet factory. Location New York State. Address with full particulars, past experience, reference, etc. Confidential Box "882," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Successful repairman, managing the service department of four chain stores for large well-known firm, wishes to communicate with a firm who can offer a position requiring skill energy and salesmanship. Is expert on any standard machine and can sustain a sales force. Would prefer wholesale firm. Am familiar with dealers' service problems and can give pleasing service. Accustomed to training repairmen quickly and thoroughly. Reliable references. Box "884," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A No. 1 salesman who know the trade meaning of the word salesmanship and who have been waiting for an opportunity to demonstrate it can find a position where the return for their efforts will be commensurate with their ability. The right men will be given an opportunity to earn from \$10,000 to \$20,000 per year. Box "887," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A real sales manager for a talking machine, a man who has had a high, successful experience in this field. A high-grade, big-caliber man. None other need apply. Address for appointment Box "889," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—We have an opportunity for several high-class men to establish themselves in a permanent connection with us. We are promoting a new and original sales campaign in New York and vicinity, and we desire the services of several high-class men to call on dealers with this new sales proposition. We are one of the leading established manufacturers of talking machines and records, nationally advertised and recognized as a leading line by the better class of dealers. High-class men of experience preferred but will consider college men or men who have made good in their respective spheres. Address Box "891," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Furniture and phonograph salesmen to handle our line on commission basis. American Talking Machine Co., Inc., Bloomsburg, Pa.

POSITION WANTED—Recording expert with broad technical experience wishes situation. Can organize and manage recording and plating laboratory. Address Box "893," care of The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars daily easily made. Demonstration requires few minutes only. Write Puritone, Room 1408, 147 Fifth Avenue, New York City.

FOR SALE

An exclusive Columbia Phonograph store, in city of twenty-five thousand in Connecticut. This store is beautifully equipped with six pointed record rooms, record racks and shoe case to make for location and doing good business. Will sell at a bargain, about \$10,000. The stock new and clean. This is an exceptional opportunity, good reason for selling. Box "888," care of The Talking Machine World, 373 Fourth Avenue, New York City.

For Sale—Elegant, Clean, New Stock

Business opportunity with a profit. Personal and general musical merchandise. Business located in Wichita, Kansas. Present owner desires to retire from active selling and of business and will contract with the purchaser of this established store to carry all existing stock and carry on business as usual. Will require about \$20,000 to \$30,000 to handle deal. Might consider selling half interest to thoroughly reliable experienced person. Have good house and excellent location. Fully equipped in every respect. Doing good business. Address: Mr. W. W. Allen, 2144 Park Place, Wichita, Kansas.

VICTOR AGENCY FOR SALE

For \$5,000. Merchandise extra. Reply to Box "892," care of The Talking Machine World, 373 Fourth Avenue, New York City.

FOR SALE

Victrolas, Victor Red Seal Records, Victor and Columbia Records. Anything required in the phonograph line at reduced prices. Mandell & Co. 88 Rivington Street, New York City.

FOR SALE

Complete shop for manufacturing phonograph diamond points, with my newly invented automatic polishing machine for 12 pieces at a time. Address: Hunter, Box 280, Oyster Bay, N. Y.

FOR SALE

A good, low priced store, with low down and small monthly payment. No competition. The store is located in the heart of the city. The owner is leaving the country and is offering it at a bargain. Address: Mr. J. H. Nelson, 1110 Broadway, New York City.

WANT TO BUY

Phonograph and music roll stores in Eastern section from Maine to Georgia. Give full particulars. Box "891," care of The Talking Machine World, 373 Fourth Avenue, New York City.

YOUNG MAN with eight years experience wishes to connect with some reliable concern or other variation of company. Box "886," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Wholesale piano and phonograph salesman of several years' experience wish to be placed in position under January 1, 1921. Has the past three years been doing business for one of the largest record makers in phonography in the country. Excellent references. Give full particulars. Address: J. H. Nelson, 1110 Broadway, New York City.

POSITION WANTED—A manufacturer of high grade record cabinets of exclusive design and features and to make them with a manufacturer of high grade phonograph cabinets. Box "891," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—A manufacturer of high grade record cabinets of exclusive design and features and to make them with a manufacturer of high grade phonograph cabinets. Box "891," care of The Talking Machine World, 373 Fourth Ave., New York City.

Monthly Price List of Main Springs

2 in. x .022 x 16 ft. Mossbach No. 18	Each	\$1.50
1 1/2 in. x .027 x 21 ft. for Edison Disc	Each	1.00
1 1/2 in. x .022 x 17 ft. for 2. Victor	Each	0.75
1 1/2 in. x .022 x 17 ft. Victor new style	Each	0.75
1 1/2 in. x .025 x 15 ft. Homestead No. 41	Each	0.80
1 in. x .025 x 12 ft. Homestead No. 35 & 77	Each	0.50
1 in. x .028 x 10 ft. for Columbia	Each	0.50
1 in. x .020 x 13 ft. Victor	Each	0.50
1 in. x .020 x 13 ft. Victor new style	Each	0.50
3/4 in. x .023 x 10 ft.	Each	0.38
1/2 in. x .025 x 10 ft. oval hole	Each	0.35
1/2 in. x .022 x 8 ft. for Swiss motor	Each	0.30
1/2 in. x .025 x 11 ft. for Edison	Each	0.10

MICA DIAPHRAGMS

1 1/2 in. Victor Rx Box, first grade	Each	0.15
1 1/2 in. new Victor No. 2, very best	Each	0.18
1 1/2 in. for Edison	Each	0.20
2 3/16 in. for Columbia No. 6	Each	0.25
2 3/16 in. for Victor or Brunswick	Each	0.30

SAPPHIRES AND STEEL NEEDLES

Pathe, very best loud tone, genuine	Each	0.15
Pathe, soft tone	Each	0.18
Edison, very best, medium tone	Each	0.18
Edison, very best, loud tone	Each	0.15
Edison, genuine diamond	Each	1.00
Steel needles all tones	Each	0.50

ATTACHMENTS

In Gold or Nickel plated		
Kent attachments for Victor arm	Each	0.25
Kent attachments for Edison with C box	Each	2.50
Kent attachments without box for Edison	Each	1.00
Victor Universal old style	Each	1.15

MOTORS

No. 1 Single Spring with 10 inch turntable	2.75
No. 2 Double Spring with 12 inch turntable	6.00
No. 3 Double Spring with 12 inch turntable	9.00

STONE ARMS

No. K with sound box	Each	\$3.25
No. E with sound box, very loud	Each	6.00
No. M with sound box, very loud	Each	4.90

SOUND BOXES

No. R 1 Blue Sound Box for Victor	Each	\$1.75
No. R Blue Sound Box for Victor	Each	0.75
No. C Balance for Victor	Each	1.00
No. P Favorite for Victor	Each	1.00
No. P Favorite for Columbia	Each	1.90
No. P Favorite for Victor	Each	2.00
No. G Glory for Victor	Each	3.25

CABINET HARDWARE

Automatic nickel plated lid support	Each	0.30
Highly nickel plated needle cups	Per 100	1.50
Covers for cups	Per 100	0.25
Highly gold plated	Per 100	2.00
Cover gold plated	Per 100	5.00
Plano Hinges for long record	Each	0.25

REPAIR PARTS

Columbia driving shaft, No. 11778	Each	0.50
Columbia level pulley, No. 12000	Each	0.90
Columbia level pulley, Victor style	Each	0.60
Columbia level pulley, No. 1089	Each	0.35
Columbia worm gear No. 9800	Each	0.30
Columbia S-type belt	Each	0.50
Columbia driving 2000 ratchet No. 2152	Each	0.20
Columbia cranks	Each	0.45
Columbia governor weights	Each	0.10
Columbia governor shaft, No. 1001	Each	0.40
Columbia governor bearing, No. 11025	Each	0.25
Columbia governor springs	Per 100	1.00
Columbia governor screws	Per 100	1.00
Columbia bearing screws No. 2021	Per 100	1.00
Columbia S-type driving screws	Per 100	1.50
Victor crank, short or long	Each	0.45
Victor Stylus for cranks	Each	0.35
Victor governor springs	Per 100	1.00
Victor governor screws	Per 100	1.00
Victor governor bolts new style	Each	0.10
Turntable felt, 10 in. round	Each	0.25
Turntable felt, 12 in. round	Each	0.30
Motor bottom gear for Edison motor	Each	0.50

Terms, Net Cash—Mail Remittance With Order

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.



The VULCAN MAIN SPRINGS

J. STEAD & CO LTD

MANOR WORKS SHEFFIELD

SEND *to-day for* SAMPLES & PRICES

BRITISH MADE

MANUFACTURED BY J. Stead & Co Ltd Sheffield.

carols and such like were, of course, in big demand. Many dealers around town were featuring albums or records as Christmas presents. These contained sets of records covering complete operas, and in some cases albums were put up containing a dozen mixed records of vocal, orchestral and band selections, or to customers' choice—a very good idea which found success.

Based upon the disappointments of last year's trade most of us are sanguine enough to believe in the probability of an improvement in 1921. To that end let us all heartily subscribe by action rather than word.

Latest Association News

From C. E. Timms, the secretary of the Association, comes the following report:

The regular monthly meeting of the general committee of the association has been fully attended, and in addition other special meetings have recently been necessary to deal with matters of urgency and great interest to the trades represented.

The following houses have recently joined and been elected to membership: Keith Prosser & Co., Ltd., Standard Manufacturing Co. (Acton), Ltd., The Unit Engineering Co., Spring Motors, Ltd., Victor Gramophones & Gramostyles, Ltd.

The association's representatives elected to serve on the Executive of Eastern Music Industries comprise: H. E. Collins, M. B. B. Herbert, W. Danks, A. J. Mason, W. Marson, Fred Samuel, Louis Sterling, C. E. Timms, secretary.

FROM OUR LONDON HEADQUARTERS—(Continued from page 176)

The monthly publication of statistics of imports and exports is proving one of the most valuable of the association's activities, and this feature has been adopted by kindred societies.

On the question of railway rates and conditions earnest endeavours have been and are being made direct with the railway authorities and in collaboration with the federation to secure a modification of the present unsatisfactory state of affairs, particularly in regard to the conveyance of gramophone records by passenger train. Representations on the subject have also been made to the Ministry of Transport, and in the event of no concession being granted members, many of whom have already turned to valuable information on the subject, will be asked to supply details necessary to prepare a case for presentation to the railway rates advisory committee. The immediate concession desired is that gramophone records be conveyed by passenger train at company's risk, or alternatively, that if conveyed as at present by passenger train at owner's risk they be accepted at the owner's risk rate instead of as now at the company's risk rate.

The interests of the trade in regard to the proposed British Empire Exhibition in 1922 are being carefully followed and representations on the question of the guarantee fund from the industry in accordance with the general scheme have been made to the federation.

A manufacturing house of membership have

recently had an opportunity of expressing their views, to be conveyed to the proper authority, on the question of fair conditions for importation into this country.

In the recently published report to the Board of Trade by the Merchandise Marks Committee, the evidence furnished by this association received considerable prominence, and the recommendations made are extraordinarily good. This matter is now being dealt with on behalf of the industry by the association, which will continue to report further representations on the question of importation.

A mission to Germany to inquire into and report on trade conditions, etc., there, will shortly be dispatched under the auspices of the federation, and these gentlemen have been furnished with full particulars regarding the information required by the gramophone and small goods concerned in the industry. The information when obtained will be conveyed to members through the usual channels.

The Columbia Orchestral Program

For the 1920-21 season the Columbia Co. has secured the exclusive recording services of such famous conductors and orchestras as Sir Henry Wood and the New Queen's Hall Orchestra, Victor Maas and the New Queen's Hall Light Orchestra, Sir Thomas Beecham and the Beecham Symphony Orchestra, Albert Coates and the London Symphony Orchestra, Hamilton Harty and the Hallé Orchestra. The cream of orchestral talent joined to gramophony art an irresistible combination! And, on the record and musical commodity side, Columbia seems to have "claimed" a very exclusive association with the company that delivers the goods with a vengeance!

An Associate of Emile Berliner

A complimentary luncheon and presentation was recently made to Senator Darby upon the occasion of the relinquishment of his position as one of the recording "kings" of the Gramophone Co., Ltd., after a less than twenty-one years' service. Many friends and colleagues were present. Mr. Darby's connection with the talking machine industry dates back to 1895, when he became associated with Emile Berliner, who at that period was successfully grappling with the problem of disc reproduction and manufacture. At this excellent school Mr. Darby gained wide knowledge and experience, and in 1906 he was retained by the newly born Gramophone & Typewriter Co. During an unbroken twenty-one years' association with the "His Master's Voice" he counts to his credit the recording of the voices and playings of many of the great artists whose glorious art has during this period passed into the realms of commerce in the shape of records. Mr. Darby proposes to re-enter business life after a period of complete rest.

Special Propaganda by "His Master's Voice"

At this time of the year many of the British gramophone companies develop along special lines in their sales appeal to the general Christmas trade. (Continued on page 178)



BRITAIN'S BEST Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,

Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

EDISON BELL

WINNER

GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:

Proprietors and Manufacturers, **J. E. HOUGH, Ltd.**, 62 Glengall Road, London, S. E. 15, England

Cylinder enthusiasts this side have recently been cheered with the news that good consignments of Blue Amberols are now arriving. By the way, there is but one concern here that makes a cylinder record. And among disc records all are of the lateral type except one—Pathe.

H. M. Trade Commissioner at Toronto has arrived in London, and is prepared to advise British firms as to the good prospects of trading with Canada.

In the New Year Edens Osborne, the Belfast factor, will remove to larger premises at 4 College Square North. His growing business is undoubtedly the result of good service and good advertising. Irish gramophone trade is said to be quite good despite all the turmoil there.

The Federation of British Music Industries will hold their annual dinner on January 27 at the Hotel Cecil. The star guest of the evening will be a performance of high note.

At the recent advertising exhibition, attended, by the way, by hundreds of thousands of the general public, a number of advertising agents handling musical appropriations exhibited a sample of the product of their clients. An "His Master's Voice" cabinet gramophone and a player of the British Auto-player Co. made excellent display on the Holford Bottomley stand, and the Moor's Publicity Service associated with their work a miniature of a Chappell grand piano. There was a free lucky dip among the prizes

being a Harper piano and a Broadwood cabinet gramophone—an excellent draw to a most fascinating exhibition.

Rebirth of the Luxury Tax Proposition

It is now mooted in well-informed quarters that the Chancellor of the Exchequer has by no means abandoned the idea of a luxury tax. He has even gone so far as to appoint a committee to inquire into the possibility of such a tax being made sufficiently wide in its scope to replace the excess profits duty. There is no occasion for nervousness, but there is occasion to watch very closely that the matter is not carried too far without strong protest by the trade.

Sued for Alleged Breach of Contract

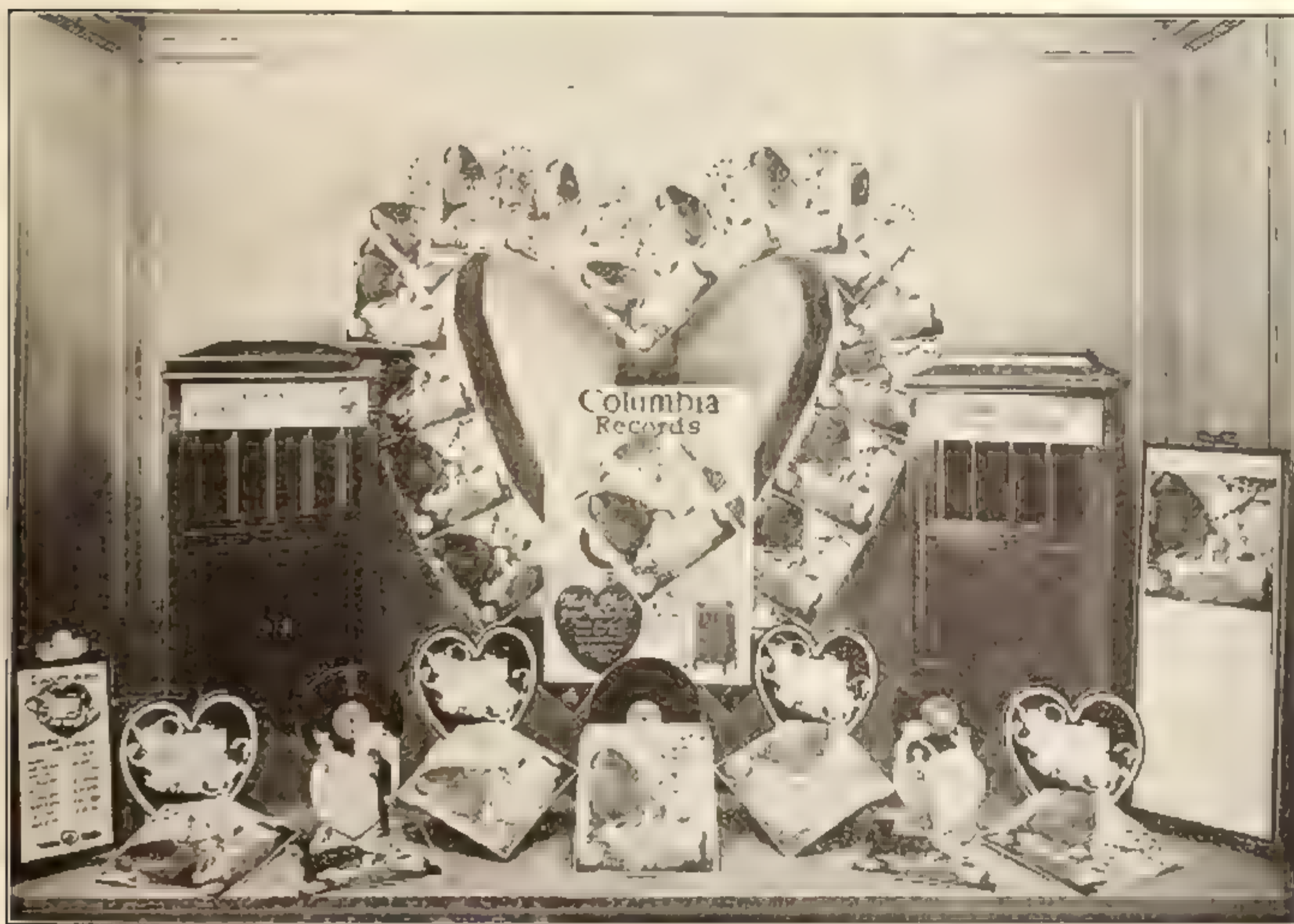
Owing to bad trade during periods of last year quite a few gramophone firms were compelled to postpone delivery acceptance of parts or accessories. In most cases that have been advised a satisfactory compromise was reached between the parties concerned, the incidence of bad trade being mutually recognized as sufficient ground upon which to adjust matters. But one or two instances have been brought to my notice where acceptance of goods, under contract, have been refused on the ground of deliveries not being up to sample, or on the grounds of actual damage. These are but incidents of everyday trade, and more often than not can be settled amicably out

of court. Each side must adopt the good policy of give and take. Otherwise disputes would be endless.

A recent instance where the parties fell foul of each other was that in which William Cooper Bros. Ltd., a large gramophone firm of London were sued by Cowton Bros., cabinet makers, to recover damages through defendants' alleged failure to complete a contract for gramophone cabinets. Plaintiff maintained that a verbal order was given by Mr. Jeffs, of Cooper Bros., for 200 big cabinets at 22s. each, of which they accepted delivery of eighty six and refused to take the balance. Giving evidence for the defense, Mr. Jeffs repudiated ever giving an order for 200 and further stated that a number of the cases had warped. The judge commented upon the fact that no letter of complaint had been sent to the plaintiff company. Evidence was given by Mr. Barton, director of the Invicta Record Co., and Francis Nottingham, of the Rex Gramophone Company, bearing upon alleged defects of plaintiff's work.

After considerable argument between counsel and the judge his Honor said that there had evidently been a breach of contract as to the 200 purchase, and he awarded plaintiff £28 10s. damages (and costs), representing a rate of 5s. each for the 114 cabinets which were left on plaintiff's hands.

VALENTINE WINDOW DISPLAY FOR COLUMBIA DEALERS



Artistic Display Prepared by Columbia Co.'s Dealer Service Department

RECENT CURRY INSTALLATIONS

Boston, Mass., January 7. Frank B. Curry, manufacturer of the Curry soundproof booths and record filing equipment, reports that despite dull times he has made several important installations in New England. Among these installations is new equipment for the Worcester store of M. Stenert & Sons and the Lowell store of the New England Phonograph Co. Mr. Curry has also been awarded the contract for the alterations in the former Keatt, Bates & Spencer's retail store now occupied by F. C. Henderson & Co.

BUBBLE BOOKS POPULAR

During the Christmas period the Bubble Books put out by Harper & Bros., New York, were tremendous favorites with buyers of holiday presents and there can be no question that these little records do much to increase interest in talking machines in general.

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ADVANCE RECORD BULLETINS FOR FEBRUARY—(Continued from page 183)

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LYRIC RECORDS

1. The 1st SOLOISTS
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POPULAR INSECTICIDES

Life of Paradise	Fruit and Garden
Warbler's War	Trees and Fences
Light Cures	Insects, Birds
On the Value of Insects	Mosses, Ferns

OKEN RECORDS

[illegible]

24 333 411 22 521 111 111 2

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1. The first of these is the *Journal of the Proceedings of the General Assembly of the Presbyterian Church in the United States of America*, which was first published in 1801, and has since that time been continued without interruption. It contains a full and complete record of the proceedings of the General Assembly, and is a valuable source of information to all those who are interested in the history and present state of the Presbyterian Church in this country.

ARTO RECORDS

1. I Love My Rifle (L. R. Jones)
 2. The Little Old Lady (L. R. Jones)
 3. The Little Old Lady (L. R. Jones)
 4. The Little Old Lady (L. R. Jones)
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 19. The Little Old Lady (L. R. Jones)
 20. The Little Old Lady (L. R. Jones)

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New York City, Columbia Graphophone Co., 121 West 20th St.
Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
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Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
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is great.

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	STARS AND STRIPES MARCH	Creator and His Band
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	THE OLD REFRAIN	Hackel-Berge Trio
20037	MARGIE—Fox-trot	Frisco Syncopaters
	TWELFTH STREET RAG—Fox-trot	Palace Trio
20039	ROSE—Fox-trot	Palace Trio
	OLD PAL, WHY DON'T YOU ANSWER ME?—Waltz	Frisco Syncopaters
20041	HULA BLUES—Fox-trot	Vernon Trio
	BEAUTIFUL FACES—Medley Fox-trot (Intro.: Rock-a-bye Lullaby Mammy)	Frisco Syncopaters
33074	ROLL ON, SILVER MOON—Yodle Song, with Orch. Accomp.	Frank Camplain
	SLEEP, BABY, SLEEP—Yodle Song, with Orch. Accomp.	Frank Camplain
33075	THE LOW BACK'D CAR—Tenor Solo, Orch. Accomp.	John Burke
	MOLLY BRANNIGAN—Tenor Solo, Orch. Accomp.	John Burke
20040	MY HOME TOWN IS A ONE HORSE TOWN—Soprano Solo, Orch. Accomp.	Aileen Stanley
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